

REQUESTS FOR INFORMATION

Readers who can assist in furnishing correct answers to inquiries or who can supply additional information are invited to address *Electric Refrigeration News*, referring to the query number.

Wants Artificial Foods for Display
Query 121. An electric refrigerator distributor in Salt Lake City writes as follows: "I am under the impression that you ran an advertisement a while back on wax artificial foods, (meats, fruits, etc.) that could be used for display purposes in refrigeration cabinets. Please give me the name of someone who manufactures that sort of thing."

Note: The advertiser to whom you refer is the Trutulife Wax Products Co., 27 Erie St., Milwaukee, Wis.—Editor.

Tanks for Circulating Cold Water Systems Wanted

Query 122. The following request was received from an electric refrigerator distributor in St. Louis, Mo.: "We are interested in obtaining the names of manufacturers of large tanks either copper or porcelain lined, capacities from fifty gallons up to one-thousand gallons; tanks to be used for circulating cold water systems, and to be used in connection with refrigeration units."

A Buyer for Nickel Plated Brass Hardware for Domestic Cabinets

Query 123. A Canadian manufacturer makes the following request: "We are anxious to get in touch with firms manufacturing nickel plated brass hardware for domestic refrigerators. We would be very much obliged if you could furnish us names of firms with whom we could get in touch."

Note: The companies listed below will probably be able to supply the hardware you wish.—Editor

Winters & Crampton Mfg. Co., Commerce Ave. and Goodrich St., Grand Rapids, Mich.

Grand Rapids Brass Co., 66-90 Scribner St., N., Grand Rapids, Mich.

Requests a List of Books on Refrigeration

Query 124. An electric refrigerator dealer in Gainesville, Fla. makes this request: "Please send us a catalogue of any books you may have on refrigeration."

Note: Orders for the following books may be sent to *ELECTRIC REFRIGERATION NEWS*. Please send check with order.

"Household Refrigeration," by H. B. Hull, \$3.50.

"Practical Refrigerating Engineer's Handbook," by John E. Starr, \$250.

"Refrigerating Machines, Compression-Absorption," by Gardener T. Voorhees, \$2.00.

"Principles of Mechanical Refrigeration," by W. H. Motz, \$5.00.

Will Buy Enamelled Defrosting Pans

Query 125. An Illinois manufacturer of refrigerators writes: "We are looking for a source of supply of defrosting pans, enameled ware of the right gauge that can be procured in quantity in two sizes. Can you direct us to a source of supply specializing in this kind of work?"

Another Request for Refrigeration Books

Query 126. A furniture dealer in Oklahoma makes this request: "Please advise where I can buy the latest publication on refrigeration."

Note: See reply to Query No. 124.

Terms to Distributors and Dealers Kelvinator

Query 127. A Cleveland manufacturer asks: "Will you please furnish us with information as to terms and datings given by manufacturers of mechanical refrigerators to dealers and to distributors."

The News addressed inquiries to several of the leading manufacturers on this subject and replies were published on page 8 of the February 29 issue.

Hot-N-Kold Shops Appeal to the California Housewife



Representative of a type of establishment which is fast increasing in popularity is the Hot-N-Kold shop, 802 Fulton St. Fresno, Calif., shown above. This shop is one of six branches of the Hot-N-Kold Corp., 949 Mission St., San Francisco, Calif. This concern, which is an outgrowth of the Dickey Kelvinator Sales Co. of San Francisco, is headed by Charles H. Dickey, Jr., formerly with Kelvinator Corp., Detroit, and acts as

Kelvinator distributor in northern California and the state of Nevada.

In addition to the branches of the company the Hot-N-Kold Corp. has dealers located in the principal cities of its territory. Kelvinator, of course, represents the Kold end of the business, while Holbrook gas ranges, Welsbach water heaters, and Paine gas ranges represent, in part, the Hot side. Charles Meredith is manager of the Kold division.

LITERATURE OF MANUFACTURERS

Catalogues, bulletins, and direct advertising material recently issued. Manufacturers are requested to send copies of new trade literature promptly to *Electric Refrigeration News*.

Hvid

From the Hvid Ice Machine Corp., First National Bank Bldg., Chicago, comes a booklet illustrating and describing the Snow Queen electric refrigerator. A page is devoted to the reasons for placing the cabinet and a second page tells of the advantages of the Snow Queen machine. The technical and mechanical superiorities of this machine are also given. Models ranging in sizes from 7.2 cubic feet to 12 cubic feet are illustrated.

Monel

The International Nickel Co., 67 Wall St., New York, N. Y., has sent in a booklet entitled "Twenty Years of Monel Metal" which describes the discovery, development and manufacture of Monel metal.

Norge

A booklet has been received from the Norge Corp., 670 E. Woodbridge St., Detroit, Mich., pointing out the opportunities for the dealer in Norge electric refrigeration. The market, directorate, manufacturing and merchandising policies of the Norge Corp. are outlined in the booklet.

Northey

The Northey Manufacturing Co., Waterloo, Iowa, has issued a catalog showing their full line of cooling rooms, coolers and display cases. Nine pages are devoted to a general description of the Northey dry air system along with construction methods.

Parker

The Parker Ice Machine Co., San Bernardino, Calif., sends in a catalog describing their commercial refrigeration systems. Photographs are included showing various types of compressors, coolers, refrigerators and parts used in the construction of Parker equipment. Numerous charts are also included showing specifications of the equipment and layouts used for various installations.

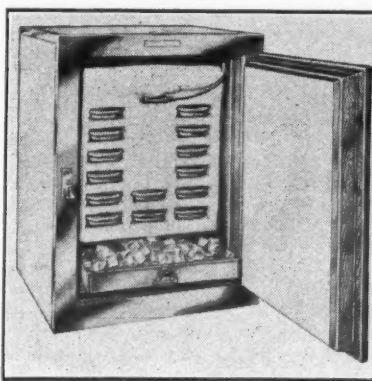
Address Wanted

Will anyone knowing the present address of F. J. Cooke, formerly with Rex Cole, Inc., New York City, kindly forward it to the editorial department of the News?

NEW JEWETT ICE MAKER HAS 420 CUBE CAPACITY

To furnish ice cubes in larger quantities than may be frozen in the ice trays of the average household electric refrigerator, the Jewett Refrigerator Co., Buffalo, N. Y., has brought out the Jewett ice cube maker model 88 shown here.

This ice cube maker, equipped with a Kelvinator freezing unit as shown, is available in one size, 32 inches wide, 28½ inches deep, 42 inches high. The exterior



finish is of white vitreous porcelain with the front frame covered with Monel metal. The insulation is of 3-inch sheet cork board applied in two courses. The door, which is double gasketed with pure rubber, is of ¾ inch overlapping type fitted with beveled jambs.

The cabinet is furnished complete with a combination defrosting and ice cube storage pan in which about thirty-five pounds of ice cubes may be stored.

One, two or three complete freezings may be had during the twenty-four hour period depending on the size and type of refrigerating equipment selected. Each freezing furnishes 420 ice cubes while the storage pan below provides space for keeping the cubes supplied by one freezing.

This cabinet is particularly adapted for installation in large residences, clubs, hospitals, small hotels and similar institutions.

NEW DEALERS & DISTRIBUTORS

Recent appointments announced by manufacturers and new sales outlets reported from the field.

Holmes

Dealers—
V. C. Summers, Rural Hall, N. C.
H. L. Terry & Sons, Inc., Sayville, L. I., N. Y.
Frederick K. Fogel, 23 South 9th St., Allentown, Pa.

Norge

Distributors—
Culford Plumbing & Heating Co., Denver, Colo.

Kelvinator

The following Kelvinator dealers have been appointed by the Hot-N-Kold Corp., 949 Mission St., San Francisco, Calif.

Anderson & Dougherty, Salinas, Calif.
C. W. Brown, Lafayette, Calif.
Denning Electric Shop, Sanger, Calif.
Gailey Service Station, Turlock, Calif.
L. A. Drake, Santa Rosa, Calif.
Hanford Furniture Co., Hanford, Calif.
Fred L. Husse, Auburn, Calif.
Kerman Hdwe. Co., Kerman, Calif.
Lowe's Electric Shop, Lemoore, Calif.
Rounsaville, B. E., Tulare, Calif.
Steffin-Hovis Co., Chico, Calif.
Leo J. Smith, Marysville, Calif.
Sunnyvale Hdwe. Co., Sunnyvale, Calif.
Santa Cruz Elec. Co., Santa Cruz, Calif.
H. Swartz, Napa, Calif.
Seavey Elec. Hdwe. Co., Dunsmuir, Calif.
R. B. Saunders, Ukiah, Calif.
Shasta Electric Co., Redding, Calif.
Tice Electric Co., Monterey, Calif.
Valley Elec. Co., Mountain View, Calif.
Placerville Hdwe. Co., Placerville, Calif.
Eureka Electric Co., Eureka, Calif.
Los Banos Lumber Co., Los Banos, Calif.
Foote Elec. Shop, Grass Valley, Calif.
Kingsburg Hdwe. & Furn. Co., Kingsburg, Calif.
W. W. Smith, Coalinga, Calif.
J. T. Rathmann, Tranquility, Calif.
Mt. Shasta Electric Co., Weed, Calif.
Fred L. Nay, Vacaville, Calif.
Lindsay Furn. Co., Lindsay, Calif.
Bederson & McNamara, Merced, Calif.
A. W. Garrett, Healdsburg, Calif.
Hot-N-Kold Shop of Reno, Reno, Nev.

CHANGES OF ADDRESS

Abbott, S., from 51 East 42nd St., New York, N. Y., to 3901 Connecticut Ave., N. W., Washington, D. C.

Argue, H. A., from 454 Carow Ave., to apartment 403—Royal Windsor Apts., Windsor, Ont., Can.

Bald, W., from 925 Clive St., Avalon, Pa., to Trigley and Woods Ave., Bellevue, Pa.

Bernstein, Milton, from c/o L. Bernstein Furniture Co., to 718 Washington St., Cumberland, Md.

Canes, F. C., from 26 W. New York Ave., Oshkosh, Wis., to 1013 State St., Berlin, Wis.

Carlson, Morton, from Peoria Tent & Awning Co., 1109 N. Glendale, to 600 7th, Peoria, Ill.

Crichton, E. W., from 636 East 22nd St., North, to 1380 Westwood Ave., Portland, Ore.

Crowe, Tom, from 3008 E. Gd. Blvd., to 2689 Carter, Detroit, Mich.

Day, William E., from 1219 Folsom St., San Francisco, Calif., to 909 Santa Fe Ave., Los Angeles, Calif.

Fernandes, J. M., from General Electric Co., Caixa Postal 109, to Empresas Electricas, Brasileiras, S. A., Caixa Postal 883, Rio de Janeiro, Brazil, S. A.

Fox Bros., Inc., from 12 E. 44th St., to 33 Rector St., New York, N. Y.

Gleason, L. D., from 2018 South "A" St., Richmond, Ind., to 1204 West St., Austin, Minn.

Goodison, E. P., from Webster Hall, Pittsburgh, Pa., to Apt. C-3, 36th and Spring Gardens Sts., Philadelphia, Pa.

Hax, G. E., from 23 McNamara Ave., Binghamton, N. Y., to 29 Endwell St., Johnson City, N. Y.

Henderson, R. P., from 176 Jackson St., York, Pa., to 7040 McCallum St., Philadelphia, Pa.

Hockenbrock, A. R., from 7 61 St., Philadelphia, Pa., to c/o Esco Cabinet Co., West Chester, Pa.

Ingalls, D. A., from International General Electric, S. A., Apartado 139, Caracas, Venezuela, to International General Electric, S. A., Apartado 292, Maracaibo, Venezuela, S. A.

Jefferson, F. W., from 4525 So. Bryant, to 5340 So. James, Minneapolis, Minn.

Jones, E. Y., from 1811 N. Broadway, Oklahoma City, Okla., to 1014 S. Boston, Tulsa, Okla.

Johnson, Henry C., from 915 Boylston St., Boston, Mass., to Cottage St., West Madway, Mass.

Kochler, A., from 1636 N. Fairfax Ave., to 4960 Franklin Ave., Hollywood, Calif.

Konze, J. E., from 493 Lincoln Place, Brooklyn, N. Y., to c/o Service Sales, 51 E. 42 St., New York, N. Y.

Lape, E. S., from 412 Valley Vista Apts., Belmont and Ashmead E., Washington, D. C., to Hamilton Hotel, Norristown, Pa.

MacClintchen, T. A., from Michigan Seating Co., Jackson, Mich., to Kelvinator-Chicago Co., Michigan at Randolph, Chicago, Ill.

Metzler, P. E., from c/o Metzler Radio Shop, Ltd., 10th Ave. S., at 26th St., to 1668 Dennison Ave., Birmingham, Ala.

Molyneux, H. M., from 645 E. 2nd South, Salt Lake City, Utah, to 1637 Ulster St., Denver, Colo.

Norman, Andrew, from Buffalo General Electric Co., Electric Bldg., to c/o K. W. Schantz, Inc., 78 Main St., Buffalo, N. Y.

Ohnick, T., from 619 E. Ocean Ave., Long Beach, Calif., to 190 S. Marengo, Pasadena, Calif.

Olin, C. L., from 1631 Poplar St., Oakland, Calif., to c/o The Terminal Sales Bldg., Seattle, Wash.

Shewman, F. E., from 216 Audubon Pk., to 1757 Convent Rd., Dayton, Ohio.

Sippell, Otto D., from 3665 E. 163, Cleveland, Ohio, to 5558 Grassmere, Bedford, Ohio.

Slowe, J. W., from 94 11th St., Apt. 1, to 1403 Emory Rd., Atlanta, Ga.

Stoms, M. W., from 677 Franklin Place, Milwaukee, Wis., to Apt. 20, 636 Addison St., Chicago, Ill.

Taylor, R. C., from 526 Surf St., Apt. 2, to 444 St. James Place, Apt. 203, Chicago, Ill.

Travis, P. H., from c/o Kelvinator Corp., 14250 Plymouth Rd., Detroit, Mich., to 7840 Reuter Ave., Fordson, Mich.

Troutwine, Harry, from 1911 Washington Ave., St. Louis, Mo., to 518 E. Jefferson Ave., Kirkwood, Mo.

Turner, H. A., from c/o Kelvinator Corp., 14250 Plymouth Rd., to 2162 Montclair Ave., Detroit, Mich.

Whiting Radio Service, from 118 Wall St., to 308 Fairfield Rd., Bridgeport, Conn.

Wight, L. S., from 5714 Harrison, Minneapolis, Minn., to 3800 Bales Ave., Kansas City, Mo.

Yarnell, J. N., from 8100 E. Jefferson Ave., to 16241 Baylis Ave., Detroit, Mich.

THE CONDENSER

ADDRESS REPLIES to box advertisements to *Electric Refrigeration News*, 554 Maccabees Building, Detroit, Mich.

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

POSITIONS WANTED

Wish to make connection with dealer or distributor, have had sixteen years experience, all branches of refrigeration. At present employed as District Sales Manager, but desire connection where duties will not require as much traveling. Capable organizing and controlling retail sales department. Confident can convince as to ability and character. Box 100.

Sales organizer formerly connected with electric refrigeration manufacturer doing sales organization work, and as branch manager, supervising sales, installation and service, desires making connection with manufacturer or large distributor in managerial capacity. Have been branch and division manager for several other concerns, understand resale operations and have contacted central stations. Box 101.

A General Sales Manager (Delco-Light and Frigidaire trained), eleven years in the small refrigerating machine industry, solicits an interview with the president of a company, who is at present manufacturing a household and small commercial refrigerating machine, with the object of making a new connection. Thoroughly familiar with the manufacture, service problems, and sales distribution of piston type and gear type machines, also flooded system cooling units. Address Box No. 108.

POSITIONS AVAILABLE

Kelvinator Service man wanted. Permanent. Thirty-five dollars. Kelvinator Company, Miami, Florida.

Wanted—Refrigeration Engineer with commercial, domestic refrigeration experience. State experience, age, and salary expected. Box No. 106.

Installation and service manager. Special opportunity for an experienced man to take full charge of the service department in the growing organization of a Kelvinator distributor located in New England. Write giving full details of past experience, reference, and salary expected. Box No. 107.

MISCELLANEOUS

Attention Manufacturers of Electric Refrigerators: If you have a reliable product at a fair price and want a representative to market same in New England at a profit to you, I believe I can do it where ordinary sales methods have failed. Address Box No. 109.

We should like to communicate with manufacturers of parts, accessories, and materials pertaining to cabinets, soda fountains, and boilers. These manufacturers are requested to send us their literature and prices. Raiche Manufacturing Co., 1631 Cordova Street, Los Angeles, Cal.

"Never have we received so many inquiries—"

A. Edwin Fein, Vice-President and Gen. Manager Sparklets, Inc., 19-25 West 44th St., N. Y. says:

"We were amazed, and to say the least much pleased, with the astounding interest manifested by the electric refrigeration industry in our first full page announcement of the Sparklet Aeration process for solving the problem of making delicious ice cream without stirring, which appeared in the Atlantic City Convention Number early in June.

"Never have we received so many inquiries for information from any of our trade paper announcements as we have from our insertions in *ELECTRIC REFRIGERATION NEWS*. This response we can only attribute to your wide-spread popularity and reader interest, coupled with the fact that the Sparklet Aeration Process has solved a vexatious problem in the sale of electric refrigerators for household purposes."

Subscription Order

ELECTRIC REFRIGERATION NEWS,
554 MACCABEES BUILDING, DETROIT, MICH.

Please enter my subscription to *Electric Refrigeration News*.

United States and Possessions:

☐ \$2.00 per year. ☐ Three years for \$5.00.

All other Countries:

☐ \$2.25 per year. ☐ Two years for \$4.00.

I am enclosing payment in the form of

☐ Check ☐ P. O. Order ☐ Cash

Name.....

Street Address.....

City and State.....

Remarks:

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

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PRICE FIFTEEN CENTS

WHITE PLAINS MEN COP PRIZES IN REX COLE SUMMER DRIVE

"Two Doors for Four or More"
Was Slogan from July 1-Sept. 1

STATISTICS on salesmen's activities during July and August clearly show that the greatest enemy of profits during these months is time. In the summer season, hot weather, outdoor sports, other recreations, the fact that many prospects are out of town, and other distracting influences tend to divert the salesman from his task, or at least to reduce the time spent on actual selling.

Accordingly, as a special inducement to retail salesmen to increase their sales during these months, Rex Cole, Inc., distributors for General Electric in Metropolitan New York, launched a special contest, offering three prizes to the salesmen earning the highest number of points. The contest started on July 1 and concluded on Sept. 1.

The contest was based on points, and as the main purpose was to sell more large refrigerators it was arranged that the sale of a large machine would count twice as many points as a small machine.

With the slogan "Two doors for four or more," the salesmen went out after prospects representing large families where the need for large refrigerators would be most logical. In this practical way the sale of large refrigerators was increased to a marked degree during the unfavorable season.

The prizes offered were significant enough to stir even the most diffident salesman into action. A new Ford was first prize, while the second and third prizes were G. E. refrigerators numbers RL95 and R52.

Sales made in another dealer's or distributor's territory were not counted, but sales made outside of a salesman's restricted territory were divided evenly between the salesmen representing the two areas. Points were credited on the F. O. B. value of the machine.

The salesmen who won the prizes are: First, G. C. DeLeon, of the White Plains store; second, Mr. Davies, of the White Plains store; third, Mr. Gihon, of the Flushing store. These men concentrated on the sale of large cabinets and visited restaurants, tea-rooms, bake-shops and similar establishments.

Another contest is being planned for November and December, this one to be on a quota basis.

Gimbel's and Wanamaker's gave a helping hand to the salesmen in the recent contest by enclosing circulars with their monthly statements, calling attention to their electric refrigeration departments.



Col. Frank E. Smith

GAS REFRIGERATION WILL BE A BOON TO UTILITY COMPANIES

Means Conversion of Many
Customers from Unprofitable
to Paying Accounts

AN ever-increasing tendency toward a buying market for automatic refrigerators is foreseen by Col. Frank E. Smith, president, Servel, Inc., manufacturers of Servel electric and Electrolux gas-operated refrigerators. When the benefits to health are more generally known, as well as the advantages of economy, efficiency and home comfort, women will regard automatic refrigeration as much a necessity as an electric toaster or any other of the many household appliances that were unknown a decade or two ago, Colonel Smith declared.

"As every one in the industry realizes, the market is waiting," said Col. Smith. "It needs only development. Recent statistics show that there are sixteen million homes in the United States using either natural or artificial gas. There are as many wired for electricity. Potentially we become better off each day.

"There is no reason why automatic refrigerators cannot duplicate the growth that other household appliances have attained. Today there are nearly seven million vacuum cleaners in use and approximately five million washing machines. No intelligent person any longer believes that a broom is more satisfactory than a vacuum cleaner."

(Concluded on Page 2, Column 1)

SILICA GEL KEEPS OCEAN FISH FROZEN IN LONG SHIPMENT

Thirteen Tons Shipped From
Groton, Conn., to Minneapolis

THIRTEEN tons of fillet of haddock, the equivalent of thirty-nine tons of whole fish, consigned by the Atlantic Coast Fisheries Co., to F. G. King of Minneapolis arrived in that city in a refrigerator car chilled by a silica gel adsorption refrigerating system on Sept. 12.

The fish were caught several hundred miles off of Cape Cod, Mass., by a million dollar fleet of eighteen fishing trawls and taken to Groton, Conn. There all waste was removed and the fillet put through a special quick-freezing process. They were then placed in the refrigerator car which was maintained at a temperature not exceeding twenty degrees above zero and usually close to fifteen degrees by the silica gel refrigeration system.

This system is placed in one end of the car and its operation controlled by a thermostat which is set at the start of the trip at the desired temperature. A continuous automatic record is printed on a piece of paper showing the temperature maintained throughout the entire trip.

The gas storage tanks which supply fuel for the small flame which heats the silica gel are carried under the car. The period of heating the silica gel is about thirty minutes in every five hours for each of the two adsorber sections.

A similar shipment consigned to the Mid-Central Fish Co., Omaha, Neb., arrived in that city on Aug. 10. The car was routed from Groton through Canada and Detroit, St. Louis, and then on to Omaha. A portion of the shipment was unloaded at St. Louis, and 36,000 pounds of the fillet were sent on to Omaha. E. B. Vroman, sales agent for the Mid-Central Fish Co. in Omaha, reports that the fish were in the best of condition.

An attendant of the Safety Car Heating & Lighting Co., New York, holders of the rights on silica gel for refrigeration of railway cars and boats, accompanied the shipment to Omaha for the purpose of keeping a record of the temperatures maintained in the car.

The thermostat on the car received at Omaha was set at eighteen degrees above zero and Mr. Vroman said that he found that the actual temperature maintained checked almost exactly with the thermostat setting. "One very noticeable thing to me," said Mr. Vroman, "was that the fish next to the doors were in just as good condition as in any part of the car load. Frequently I have lost quantities of my cargo because the space around the doors became defrosted, but not this time. I shall insist that all fish consigned to me be shipped in the new refrigerator cars in the future."

While the car was in Omaha it was visited by at least 1500 people. Mr. Vroman sent out 400 personal invitations to men interested in refrigeration to see the car while there and a large percentage of them responded the first day.

COPELAND STOCK ON DETROIT EXCHANGE

Listing of 101,992 shares of class "A" stock and 230,632 shares of class "B" common of Copeland Products, Inc., of Detroit, was approved on September 19 by the board of governors of the Detroit Stock exchange. Trading in the issues, both of which are no-par stocks, began on September 20. Included in the outstanding class "B" are 139,158 voting trust certificates.

Copeland "A" stock has been listed on the New York curb for some time. Because it is a Detroit concern, it was decided to list it also in Detroit, said William R. Wilson, president.

The "A" stock is entitled to first dividends up to \$2.50 a share. After this has been paid, it shares equally with the "B" stock in the concern. There is no funded debt. Copeland's net earnings for the first six months of 1928 amounted to \$227,394.06, which is equivalent to \$2.23 a share on "A" stock.

In addition to its electric refrigeration business, the Copeland company holds exclusive sales rights on the silica gel refrigeration system in all fields except those of steamships and railroads, through a contract with the Silica Gel Corporation, a subsidiary of the Davison Chemical company, of Baltimore, Md. In order to promote the interests of this new type, a subsidiary company was recently formed known as the Copeland Silica Gel corporation. This has a no par common stock issue of 90,000 shares. Of this over 50,000 are held in the treasury of Copeland Products, Inc.

Gas Refrigeration Appeals to Utilities as New Leader for Industry Development

Executives See New Service as a Modernizing
Influence on the Industry and a Basis for
Increased Popularity of Gas for Other Uses

Report of N. T. Sellman of the Consolidated Gas Co., New York, chairman of the Refrigeration Committee of the American Gas Association, to be presented at the annual convention in Atlantic City, Oct. 8-12.

THE Association year, which is just ending with this convention, represents the first full year that the gas industry has had available a reasonably complete line of gas refrigerators. Several models, which are essential for meeting the refrigerating needs of many families, were introduced during the year, and sales have steadily improved month by month as the available equipment made it possible to better meet exacting demands as to capacity, dimension and price.

ST. LOUIS IROQUOIS CO. SIGNS WITH ZEROZONE

The Iroquois Company of St. Louis, formerly distributors of the Iroquois electric refrigerators, have signed a franchise with the Iron Mountain Co. of Chicago for the distribution of Zerozone electric refrigerators in St. Louis and surrounding territory. The name of the organization will soon be changed to Zerozone St. Louis Co.

Mr. Weiss, president of the company, is thoroughly acquainted with electric refrigeration merchandising through actual contact; Mr. Graner, treasurer, has had similar experience and is also the owner of the Graner Construction Co., a concern specializing in underground construction work. Mr. Graner's thirty years' experience with his own company, which has done many millions of dollars worth of business annually, will aid him materially in the new enterprise.

The new organization will maintain a 24-hour service department. The manager in charge of this department will spend a month at the Zerozone Chicago Company (retail store), making a study of the various types of installations and service methods. He will also be thoroughly instructed at the factory.

The outlook for business in St. Louis during the coming year is very bright, according to Mr. Graner.

Gas refrigeration for national distribution first became available in the early part of 1927. This is true of both types of refrigeration for domestic use: first, the self-contained type where the refrigerating unit is built as an integral part of the box, and second, the type of refrigerating unit suitable for installation remote from the box. Both types have their special fields and were most welcome as additional means for securing gas sales. The self-contained type makes possible installations in apartment houses, apartment hotels, and all places where space is an important factor. The remote type of refrigerating unit is valuable for installation in boxes of varying sizes not accommodated by standard self-contained units, and for the thousands of new and well-constructed iced refrigerators that people already own and are not willing to discard.

The following record, taken from three cities, indicates the growth of one make of refrigerating unit of the remote type:

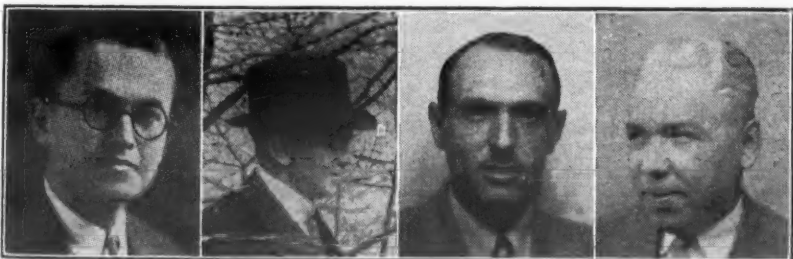
Sales as of	Units
July 1, 1927	29 units
January 1, 1928	134 units
July 1, 1928	319 units

In the 1927 report of the Refrigerating Committee there was reported the sale of 4,720 refrigerating units of the self-contained type as of August 1, 1927, and as of July 1, 1928, this figure has grown to 18,354, of which approximately 11,000 have been sold during the last 6 months.

In order to show the steady increase of sales made, the record of one gas company, divided into 6 month periods, is indicative of the popularity enjoyed by gas refrigeration:

(Concluded on Page 2, Column 2)

Prize Winners in Newark Sales Contest



Moon

Blauss

Newman

O'Brien

HARRISON AWARDS "BIG BOX" PRIZES AT ANNUAL CONVENTION

Elizabeth, N. J. Scene of Dealer
Meeting on October 4

Marking the close of a highly successful selling job on the larger sizes of General Electric refrigerators, Philip H. Harrison & Co., distributors in northern New Jersey, will hold its second annual winter sales convention on Oct. 4 at the Elizabeth, N. J. Lodge of Elks.

The "Big Box" campaign was opened on June 1 and was brought to a close on Sept. 1, 512 large size boxes having been sold during the contest period.

At the convention on Oct. 4, first prize will be awarded to James Moon, of the Utilities Sales Corp., Plainfield, N. J., who will receive a check for \$200.00. Axel Ornsberg, of H. Hendrickson & Co., Asbury Park, N. J., receives second prize of \$150.00. L. A. Newman also of the Hendrickson organization will be presented with a check for \$75.00. J. J. O'Brien, of the Philip H. Harrison organization placed fourth and will receive \$50.00. Fifth prize goes to J. A. Blauss of Walker

& Marsh, and will be in the form of a \$25.00 check.

Frank Driscoll, sales promotion manager for Philip H. Harrison & Co., and who originated the contest says that the campaign besides proving a success, has brought forth a better type of salesman, a salesman who today is not afraid to go forth and sell the need rather than the price. He is of the opinion that a campaign of this kind should be sponsored by all dealers and distributors throughout the country as a means of establishing a better sales organization.

At the convention in Elizabeth which will be attended by members of the Philip H. Harrison & Co., dealer organization, T. K. Quinn, general manager of the General Electric, electric refrigeration department, Cleveland, will speak on "Electricity's Miracle Industry." A. C. Mayer, of the same organization will speak on "Successful Selling in Four Steps."

"The Apartment House Market" and "The Commercial Refrigeration Market," will be subjects of talks by W. E. Landmesser, Cleveland. W. E. Underwood, of Lord, Thomas & Logan advertising agency, will speak on the "Advertising Dollar Behind You." Robert Searle of the Rochester, New York Gas & Electric Corp. will address the group on "The Power Behind the Switch." "Spending to Save," will be the subject of an address by Spencer Marsh of the National Newark & Essex Banking Co.

Philip H. Harrison will act as the toastmaster of the banquet which it is expected will be largely attended.

Laboratory Tests for Electrolux Units



Dr. R. S. Taylor, of the Electrolux-Servel laboratory, New York City, records findings taken by Alvar Lennin, consulting engineer, while checking Electrolux units undergoing development tests to determine their application to new uses.

GAS REFRIGERATION GIVES UTILITIES A NEW PUBLIC APPEAL

Servel Head Says Interests Must Co-operate In Making Public Gas Refrigeration Conscious

UPON his recent return from a trip to the West Coast, during which he visited numerous distributors and dealers for Electrolux, the gas refrigerator, H. W. Foulds, vice-president, Servel Sales, Inc., stated that in his opinion the day was rapidly approaching when the thought would be crystallized in the public mind that gas refrigeration was an institution in itself. Mr. Foulds said that thus far the place had been held almost exclusively by the electric refrigerator which to many people characterized all automatic refrigeration for domestic and commercial use.

"My observations lead me to believe," Mr. Foulds said, "that the day is not far off when 'gas refrigeration' will be generally accepted as an institution. That ideal state will be brought about by expenditures of man power and money on the part of the manufacturers, the gas utility organizations, and distributors and dealers. Gas refrigeration—particularly for domestic use—has given the gas industry its first new important use in many years. Throughout the country it is recognized that non-profitable users can be made paying customers by the installation of gas refrigerators in their homes. Furthermore, gas refrigeration has provided a means of advertising gas in definite terms, of furnishing an exceptionally efficient means of furthering the use of the fuel, because 'Freezing by Heat' is paradoxical and interest evoking.

"Although domestic gas refrigeration is the infant of the industry, we have today a complete range of gas refrigerators for household use. As an appliance it is nearer a state of perfection than any refrigerator offered. In short, there is little or no missionary work as far as the actual product is concerned.

"To date," Mr. Foulds continued, "merchandising and advertising activity in behalf of gas refrigeration has not been general. Where it has been carried on it has not always been on a basis of well-rounded activity with full executive support. It has not been co-ordinated with the activities of the other gas companies in all parts of the country. The result is that it has not yet made the public fully conscious of 'gas refrigeration'. The time has arrived for the gas refrigeration business to build its own band wagon."

DECLARES GAS UNIT WILL BE A BOON TO UTILITY COMPANIES

(Concluded from Page 1, Column 2)

vacuum cleaner, even though the latter requires a relatively large initial investment and money to operate. The same state of mind is rapidly being brought about with respect to automatic refrigeration. Aside from the industry's educational efforts, conditions of modern life are literally forcing the automatic refrigerator upon the public. For instance, the growing tendency to live in less and less space in great communal apartment buildings is rapidly creating millions of potential users.

"The gas industry realizes that public acceptance of the gas-operated refrigerator will mean the conversion of perhaps a majority of unprofitable consumers into paying customers, and we are already receiving excellent co-operation from the gas utilities from coast to coast. Our distribution facilities are now rapidly approaching national coverage. It is gratifying that the distributors and dealers we have acquired are of exceptionally high calibre, are adequately financed and well equipped by experience from the standpoint of merchandising.

Automobile Industry has Shown the Way

"The gas-operated refrigerator has taken its place in the forefront of the mechanical refrigeration industry, and all branches realize that we are doing our share for the good of the whole. Co-operation is a vital necessity in any industry, and we must all keep in step and put our best foot forward. It is important in the field of mechanical refrigeration that the efficiency of individual units be definitely established before they leave a factory, and that completely responsible and responsive servicing facilities be available at every hand. The automobile industry has shown us the way in servicing twenty million cars. The public must be kept completely satisfied, as it is entitled to be, if the progress of automatic refrigeration is to keep astride its opportunities. I am 100 per cent optimistic over the future possibilities of the mechanical refrigeration industry."

Assembled to Preach the Gospel of "The Flame that Freezes"



Sales and office force of the Atlas Supply Co., Muskogee, Okla., recently appointed Servel-Electrolux Distributors.

GAS MACHINE SALES SHOW GOOD GROWTH MARKET WIDENING

(Concluded from Page 1, Column 5)

Sales as of July 1, 1927..... 151
Sales as of January 1, 1928..... 836
Sales as of July 1, 1928..... 2,569

When it is considered that the situation is improving daily through the introduction of a greater variety of models, that people are now acquainted with the existence and advantages of gas refrigeration, and that merchandisers are becoming better acquainted with their problems, it certainly foretells volume business for the coming year.

The introduction of colored models has met with general approval, and even if this innovation served no better purpose, it adds to the attractiveness of refrigerator displays. In one city since the colored refrigerator was introduced more than 40% of the sales have been in color, and it is of interest to note that more than 50% of the demand for color was in green.

During the coming year the possibilities in gas refrigerator sales will probably be further enlarged through units applicable for purposes other than domestic refrigeration. The most immediate possibilities are drinking water coolers, ice cream cabinets, food display fixtures, and units of ample capacity for use in retail stores.

The problems encountered in selling some of these newer commercial developments are more intricate than those of domestic refrigeration, and unless the merchandiser has familiarized himself with domestic refrigeration, he will be handicapped and unprepared for securing this attractive semi-commercial business.

The few examples given to show progress in merchandising do not cover the entire accomplishment. Numerous installations have been made of relatively new commercial units; there are also several domestic units in the experimental and trial stage, and many of the better known absorption machines have been installed for use with bottled gas, or other sources of heat.

Sales of gas refrigerators have by no means been limited to private homes. Numerous apartment houses, hotels, and institutions have installed gas refrigeration throughout the buildings.

Notable installations of this nature have been made in Washington, D. C.; Evansville, Ind.; Chicago; El Paso, Tex.; Philadelphia; Orange, N. J.; Schenectady, N. Y.; Brooklyn, N. Y.; New York City, and Yonkers, N. Y. Many installations of this kind involve a hundred or more units to the building and in one instance these exceed 380 for a single building.

Installations of such magnitude are not only attractive because of the total consumption involved, but more so, because the individual apartment tenant will, through gas refrigeration, use approximately twice the amount of gas that he would be cooking the sole purpose for which the gas could be used. This often means that unprofitable apartment house customers using a bare 1000 cu. ft. per month where cooking alone is involved are converted through refrigeration into a more profitable class.

In the case of the apartment hotel, refrigeration is most often supplied by the management, and, consequently, the gas used by 100 or more refrigerators passes through one meter and produces a single customer with an excellent load factor and an annual consumption which is the equivalent of a good industrial customer.

Aside from the consumption that can be derived from gas refrigeration the great value of this new use for gas exists in the favorable impression that this new application of our product is making on our customers. No recent development in the gas industry has helped to modernize our fuel so much as gas refrigeration. In other words, this one application of gas is the best advertisement that the industry has for convincing the public that our fuel is modern and ideal. It helps to sell house heating, water heating, and all of the various purposes which develop and increase our business.

NATIONS SUMMER ICE BILL RAN NEARLY HALF BILLION

The ice bill for keeping the nation cool this past summer will total about \$430,000,000, according to a survey by Leslie C. Smith, secretary of the National Association of Ice Industries. This will represent an increase of more than 33 1/3 per cent over sales during 1927.

Although refrigeration in the United States is now consuming more than \$1,300,000 daily in ice, or an average of \$40,000,000 per month, only 42 per cent of American homes have ice boxes. Of the 12,500,000 present ice customers, only 17 per cent take ice throughout the year.

A.G.A. Come and see
Silica Gel
at work!

Learn how gas is used in the remarkable New Refrigeration Process!

Actual working units of Silica Gel, the amazingly efficient adsorption process for commercial and domestic refrigeration, are set up and ready for your inspection.

A visit to our display will be one of the highlights of your attendance at the American Gas Association Convention, for here is an opportunity to witness the practical application of a natural force which is destined to affect the industrial history of the world.

[Booth Nos. 208 - 9 - 10 - 11
Young's Million Dollar Pier]

Copeland Silica Gel Corp.

COPELAND ~ 630 LYCASTE AVENUE, DETROIT, MICHIGAN

Investigate Zerozone

If You Would Sell a COMPLETE LINE That Has Unlimited Possibilities



LE-49 ZEROZONE

Just 49 inches high, 26 inches wide and 22 inches deep. Plenty of room for food—7 1/2 square feet of shelf space.

DISTRIBUTORS and dealers everywhere are talking about Zerozone! Enthusiasts in scores of cities say this perfected automatic electric refrigerator meets every sales and profit requirement.

In Zerozone, you will find a line covering just the things you want: (1) A complete series for every domestic, multiple and commercial demand, (2) At prices that make the article sell, (3) Of that fine quality which only the best materials and precision manufacturing can produce, and (4) A background of service records that are without parallel.

From the small kitchen model well within the purse reach of every householder (LE-49—\$190.00 retail f.o.b. factory) to the larger more expensive models of unusual attractiveness, each Zerozone stands supreme.

You who are interested in selling electric refrigeration will find it well worth your while to investigate Zerozone thoroughly. There are still some attractive territories open to distributors and dealers. Write us today for full particulars.

Zerozone Fulfills Every Refrigeration Need In Variety of Styles and Range of Prices

Beauty of design and excellence of construction feature each type in our complete line of Domestic self-contained Units, Remote Installations, Multiples for Apartments and Commercial Equipment.

Zerozone
Lifetime Refrigeration

IRON MOUNTAIN CO.
939 E. 95th Street
CHICAGO, ILLINOIS

LEADERSHIP - won in a year!

Now Every Minute Sees Another
GENERAL ELECTRIC REFRIGERATOR
Placed In Some American Home

THE General Electric Refrigerator was first announced just fifteen months ago. At that time, these refrigerators were being placed in homes at the rate of one a day. Now they are going into American homes at the impressive rate of one a minute every day.

A Nation-Wide Organization Has Been Created

At the beginning of 1927, fourteen dealers handled the General Electric Refrigerator. Today there are more than 5500. Where only 70 people were engaged, today there are 11,500.

This swift but sound growth is a tribute to the newest product of the Research Laboratories of General Electric—a complete justification for the fifteen years of research and experiment

which were put into the development of this "years ahead" refrigerator.

Public Preference Has Been Won

The miracle of general public acceptance, all in a year's time, has come to pass—an acceptance which is keeping nine factories running at top speed.

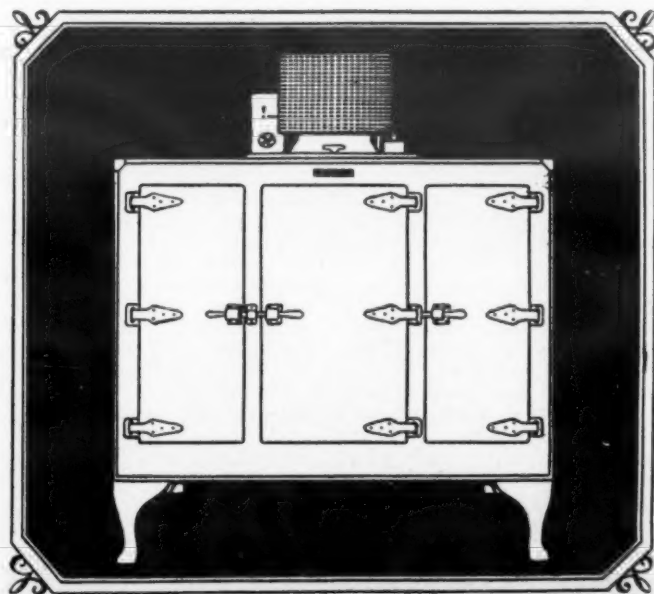
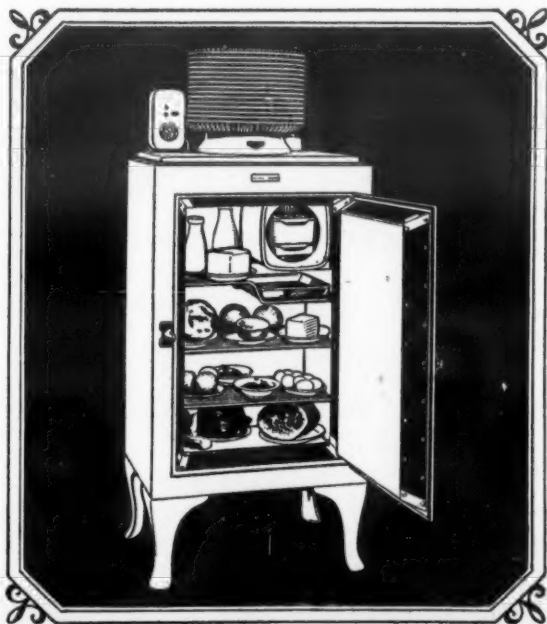
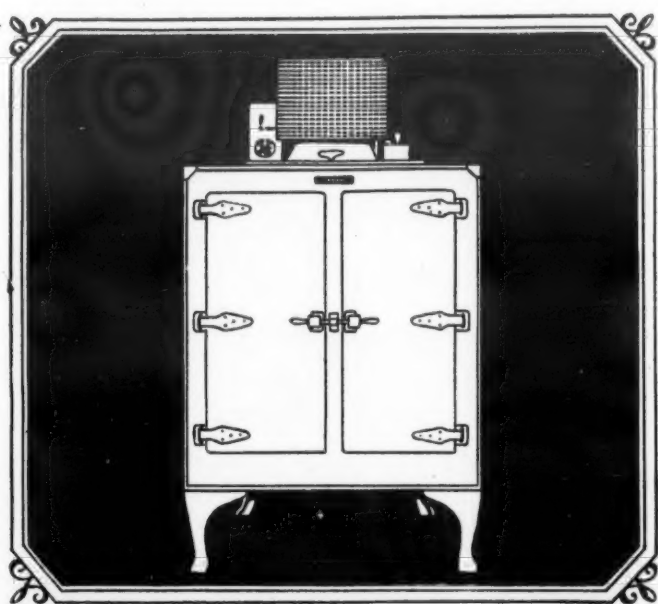
Thanks are due to the foresight of the electric light and power men of the nation who have brought electric service to eighteen million homes. They have made it possible for General Electric Refrigerators, in ever-growing numbers, to aid in reducing the annual seven hundred million dollar loss in food spoilage in American homes.

GENERAL ELECTRIC Refrigerator

The General Electric Refrigerator is entirely different from all others. All its mechanism is on top, in an hermetically sealed steel casing.

"Makes it Safe to Be Hungry"

These refrigerators are unusually quiet, and they never need oiling. They are made and guaranteed by General Electric.



Absorption Units Classified According to Construction Operation and Application

1. Remote or Self Contained
2. Continuous or Intermittent
3. Domestic or Commercial

By F. E. Sellman, Consulting Engineer, Servel, Inc.

THE marked inroads made by gas refrigeration during the past year, into the refrigeration field, cannot help but prove very interesting, to all refrigerator manufacturers, the electric industry as well as the gas industry.

By gas refrigeration is usually meant, the absorption system, using gas heat as a source of energy. Gas refrigeration may be traced back a good many years but it is only within the last year that gas refrigeration first became available for national distribution. During this short time the gas refrigeration industry has been devoting its time and attention to rounding out the line of models, so that today there are available, various sizes and models to meet the exacting demand as to capacity, dimensions and price.

For domestic use there are two types of refrigerating systems, first, the self-contained type where the refrigerating unit is built as an integral part of the box, and second, the type of refrigerating unit suitable for installations remote from the box. Both types of refrigerating systems have their special fields.

The self-contained type makes possible installations in apartment houses, apartment hotels and all places where space and lack of noise are the important factors. The remote type of refrigerating unit is available for installation in boxes of varying sizes not accommodated by standard self-contained units and for well constructed ice refrigerators that people still own and are not willing to discard.

The Electrolux is of the self-contained type. Being a continuous operating unit, the amount of gas flame burned is so small that it may be installed anywhere without flue connection. The small flame permits the use of either vertical or horizontal boiler construction, which facilitates the application of the refrigerating unit to very small boxes, yet does not offer complications in burner design or in the



F. E. Sellman

handling of the products of combustion.

Electrolux is simply three steel cylinders, interconnected by steel tubing. All joints are oxy-acetylene welded forming a hermetically sealed unit. There are no moving parts to wear out, hence it is as silent years after purchase as it was the day when assembled at the factory. As a seven cubic foot box uses only about 1500 cu. ft. of gas per month, it can readily be seen that it is more economical in operation than other sources of domestic refrigeration. The amount of cooling water used in the unit, depends, of course, on

the temperature of the cooling water. Using 65 degrees cooling water, the consumption is but 3 gallons per hour and at New York City rates would be 30 cents per month.

To get 75 lbs. of ice melting effect for less than two dollars a month is cheap refrigeration. As there are no moving parts the service problem gives about as much worry to the gas company distributors as does the servicing on a gas stove. Periodical inspection takes the place of servicing.

The intermittent type of refrigerating system is best exemplified by the Ice-O-Lator machine. This unit has been installed in considerable numbers into boxes of other makes. The usual practice is to install the unit in the cellar or other out of the way place and pipe the refrigerant to the refrigerator. As the quantity of gas burned during the boiling period is comparatively large, a gas flue is necessary and placing the unit in the cellar facilitates this installation.

Both the continuous and intermittent units have, in addition to being used in domestic boxes, been installed in water coolers, ice cream cabinets while the intermittent machine is used extensively by butchers, florists, etc.

In the commercial field equal activities have taken place so that today there are available machines of several tons capacity. The two outstanding types of commercial machines of large capacity now available are the ones using the Silica Gel principle and the Schurtz principle of refrigeration.

The application to railroad car refrigeration has been successfully met during the past year—there are now several gas-fired refrigerating cars in the fish trade.

House cooling and conditioning of air for summer use in the home is the next step and if my information is correct, a combined hot air heating plant and cooling system is now nearly completed and ready for approval.

Volume business will, of course, for some years to come, crystallize in the domestic field and then the gas-fired refrigerator, through its outstanding advantages will come into its own.

Now! Home Training In Electric Refrigeration!

Great news for every man interested in electric refrigeration! Now a simplified, practical home training has been prepared by one of America's foremost authorities on refrigeration. Approved and sponsored by leading manufacturers. Mail coupon below for free information book.



Endorsed by Leading Authorities —Act Now for Big Pay and Promotion

HERE is a wonderful opportunity for ambitious men to win promotion and acquire scientific knowledge in this fast growing industry. Salesmen—service men—dealers—manufacturers—all can cash in big on this remarkable training.

**Manufacturers
and Dealers—
Enroll Your Men!**

medium for their sales and service men and dealers throughout the country. It covers both domestic and commercial refrigeration in a practical, "boiled down," method that any man can absorb with just a few minutes daily study.

FREE BOOK

Mail coupon now for big free book "Opportunities In Electric Refrigeration." Learn about easy monthly payment plan, employment service, and "earn while you learn" system. Inquiries invited from manufacturers and dealers. No obligation. But act now. Utilities Engineering Institute, Dept. 49, 3120 N. Clark St., Chicago, Ill.

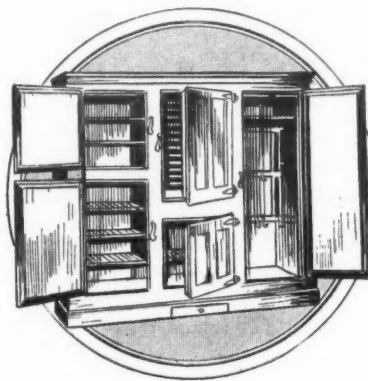


Easy to Grasp

This course is utterly unlike any home study ever offered. In the first place, it is prepared by a practical and well known refrigeration engineer—J. B. Rathbun, who has designed small domestic machines, as well as refrigeration plants for the largest meat packers. It is so practical, so thorough and so easy to grasp that Col. Frank E. Smith, president of Servel Incorporated, writes:

"I am surprised at the thoroughness with which you have gone into this matter and I am sure that your Institute will be of great assistance to our industry in educating people interested in mechanical refrigeration. It will be a pleasure to cooperate with you in this work."

Another large company (name on request) has adopted this course as a training



In Commercial Refrigerators it's McCRAY

INQUIRE WHERE YOU WILL, in the field of commercial refrigerator manufacture, the name which commands instant and undisputed respect is McCray.

This is a prestige and position won by more than a third-of-a-century—39 years to be exact—devoted to building refrigerator equipment of the highest quality for every purpose. The McCray nameplate on a refrigerator has come to be recognized everywhere as the sterling mark of quality.

Dealers in electric refrigeration of any type find in McCray refrigerators a double selling advantage: first in the immediate acceptance of the McCray name and its prestige, and second in the enduring efficiency of the service it renders. Pure corkboard insulation is used in every McCray.

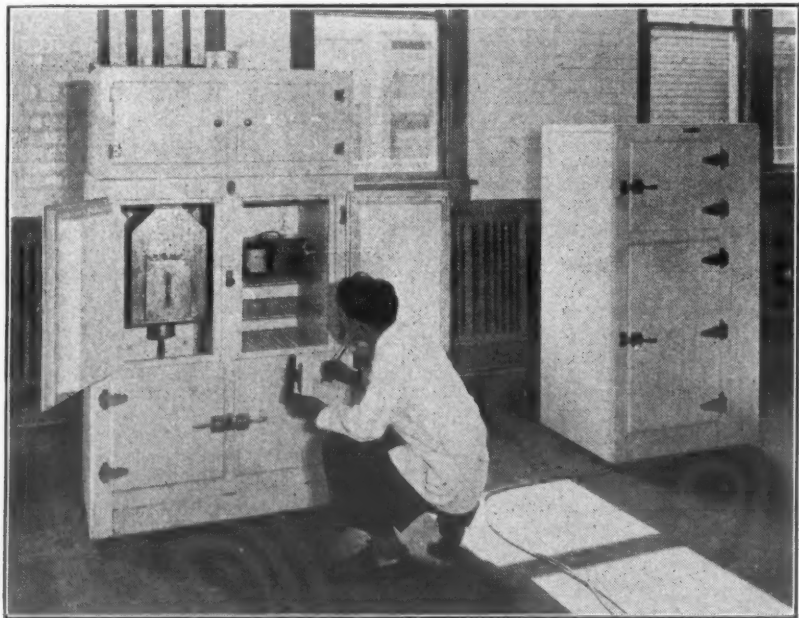
McCray builds refrigerators in many styles and sizes for every purpose—in stores, markets, hotels, clubs, restaurants, hospitals, institutions, florist shops, and homes. Write for catalogs and details.

MCCRAY REFRIGERATOR SALES CORPORATION

Dept. 66. Lake St., Kendallville, Indiana

MCCRAY REFRIGERATORS

New Testing Laboratory in Cleveland Sponsored by Organized Gas Industry



Testing Gas Fired Refrigerators in the Refrigerator Testing Section in the new American Gas Association Testing Laboratory Building located at Cleveland, Ohio

THE new testing laboratory of the American Gas Association at Cleveland, O., was officially dedicated September 13, when Oscar H. Fogg, president of the association, unveiled a tablet which states that the building "is dedicated to promote and develop the gas industry to the end that it may serve to the fullest possible extent the best interests of the public."

J. G. Clark, engineer of research and training, The London Gas Light and Coke Co., London, England; R. W. Gallagher, president of The East Ohio Gas Co., Cleveland, Ohio; and Carl Shuler, director of law for the City of Cleveland, were speakers at a special luncheon of more than 100 gas executives and officials held immediately after the unveiling ceremonies.

In unveiling the tablet, Mr. Fogg said: "The laboratory is in no sense a commercial enterprise. It is the tangible expression of the industry's allegiance to the principle that its greatest progress will be made through providing the best possible service to the American people."

"This structure, with its equipment, was initiated, erected, paid for, and sponsored

by the organized gas industry of North America, made up of gas companies, manufacturer companies, and individuals."

In addressing the lunch, Mr. Gallagher, who is chairman of the Laboratory Managing Committee, gave some interesting figures about the testing laboratory. He said that since the laboratory was started two and a half years ago, 258 water heaters, 281 furnaces and boilers, 838 space heaters, and 9500 stoves and ranges—a total of some 11,000 gas appliances—have been approved. Laboratory inspectors have traveled 25,000 miles.

The members of the Managing Committee of the Testing Laboratory are: R. W. Gallagher, chairman, East Ohio Gas Co., Cleveland, O.; R. M. Conner, A. G. A. Testing Laboratory, Cleveland, O.; J. S. DeHart, Jr., Isbell-Porter Co., Newark, N. J.; R. B. Harper, Peoples Gas Light & Coke Co., Chicago, Ill.; N. T. Sellman, Consolidated Gas Co. of N. Y., New York, N. Y.; G. E. Whitwell, Equitable Gas Co., Pittsburgh, Pa.

"Push Gas Refrigerators This Winter" Is Advice of A. G. A. Committee at Atlantic City

Recommends Use of Specialty Salesmen, Newspaper and Direct Mail Advertising and Cooperation With Local Dealers

Report of Victor Starzenski, Chairman of the sub-committee on important sales and service factors, to be presented before the American Gas Association at Atlantic City, Oct. 8-12.

THE committee urgently recommends continuous sales activities rather than a seasonal effort to promote gas refrigeration sales. It is conceded that retail sales will not be as high during the winter months as during the spring, summer and fall period, but there are a number of other important factors which should be recognized if gas refrigeration is to be made a large success.

Whether special refrigeration salesmen are employed, or gas refrigerators are sold by the regular domestic salesmen along with other appliances, thorough training of the salesmen is not only desirable but absolutely essential. If special salesmen are employed the question is what can be done with these men during the winter months? If they are to be dispensed with it means training an entirely new crew each spring with complete loss of the benefit of their previous experience and the prospects developed during the previous year.

The cost of carrying a new man during the unproductive training period is a very substantial sum, exceeding three hundred dollars, if adequate training is provided. This amount would go a long way toward compensating an active salesman during the relatively unproductive winter months. What is more important is the fact that many leads are received and prospects are cultivated during winter months which are converted into orders during the later season with little or no additional effort and expense. It is well to recognize the fact that manufacturers of automatic refrigerators now find it necessary to carry on advertising in the winter months as well as during the summer season. In doing so they lay stress upon the idea that refrigeration is equally desirable and important at all seasons of the year from the standpoint of food preservation, convenience, healthfulness, cleanliness and independence from the ice man.

Due to artificial heat existing in rooms, the temperature surrounding the refrigerator in the winter is frequently as high as in the summer months, and because of the natural tendency to consume more food in cold weather, larger quantities of perishable food stuffs are carried in the refrigerator at that season.

It took the gas fraternity twenty-five years to develop public acceptance of the gas range as an all-year appliance. It should take much less time to accomplish this same purpose on the refrigerator, because of the unusual amount of national advertising and the intensive and widespread sales activities on the subject of automatic refrigeration. The sales efforts during the winter capitalize on this advertising and keep the customers' interest aroused until the warmer season arrives. This avoids the necessity of arousing the customer's interest during the summer season when the salesmen's time can be more profitably employed in active selling instead of "missionary" work.

What has been said as to the seasonal aspect of retail sales does not apply at all to sales to apartment buildings and only to a slight extent to the sale of commercial units. Architects and builders are as vitally interested in automatic refrigeration during the winter as during other parts of the year. Even in those localities where winter building is not largely practiced, plans for new apartments are in process and purchases are made at all seasons. If regular domestic salesmen are employed in selling refrigerators only a few months of the year, the sales manager is faced with the necessity of redeveloping their enthusiasm and retraining them to a large extent at the beginning of each refrigerator sales campaign. All the other important reasons listed above for all-year activities on the part of specialty salesmen apply in the case of regular domestic salesmen.

The measure of the value of the educational work done by salesmen during the winter season is not the orders taken then so much as the ease with which orders are taken later from contacts and prospects developed during the winter.

Advisability of Special Refrigeration Salesmen

The answer to this question is divided into three parts.

a. Certain companies have a definite and comprehensive policy of developing all-round salesmen who handle all appliances, and, in this case, there is no reason why these same men should not be trained to sell gas refrigerators. A competent gas refrigerator salesman can be made out of any intelligent salesman who has the ability and tact to establish friendly relations with his prospects. It is, of course, necessary for him not to allow prices to build up resistance in

his own mind. There are too many "price shy" salesmen in the gas industry and one of our jobs is to cure this malady.

b. There are other companies who believe in handling most of the merchandise, especially the newer appliances, through specialists. This is particularly true of the larger companies. They would, of course, follow this policy in connection with the refrigerator.

c. A third method that has been suggested is a combination of the two methods mentioned above, namely, for all territory representatives or salesmen to sell refrigerators, and to supplement their efforts with special salesmen, whose enthusiasm and concentrated activity will offset the lack of power developed by the territory salesmen, whose energies are more distributed.

However, if this policy is adopted it will be essential that a comprehensive system of compensating regular and specialty salesmen for leads and sales be employed to prevent conflict and to insure co-operation between these groups in their sales activities.

In this event, the domestic salesmen must have sufficient time to devote to refrigerator sales and care must be taken to insure use of this time to selling refrigerators rather than some other appliances which may be easier to sell or more profitable to the salesman.

In refrigeration like everything else, concentrated effort is better than divided effort. Wherever the campaign is large enough to justify one or more men devoted to selling refrigerators alone, your committee believes that this method will produce better results. The specialist will devote his time entirely to refrigeration, his compensation will be entirely dependent on refrigerator sales, and his knowledge of the appliance will be correspondingly more thorough.

Effective Advertising

Effective advertising should cover the points special to gas already outlined, namely,

- Absence of moving parts.
- Absence of noise.
- Low cost of operation.
- Lack of attention necessary.
- Nothing to wear out.
- Nothing to replace.
- Striking local installations.

In addition to these benefits special to the gas refrigerator are the following general advantages applicable to any refrigeration system.

- Independence from outside ice supply.
- Preservation of foods.
- Constant controlled cold.
- Health.
- Convenience.

The newspaper advertising should be designed primarily to arouse and develop the general interest of the customer in this new method of refrigeration, and to educate him to its superiority.

Secondarily, to procure leads through the use of return coupons, etc. It is the opinion of the committee that it is better to resort to the frequent use of smaller space than to the use of large space spasmodically. This is true because repetition is the keynote of memory.

The most effective means of supporting the newspaper advertising is the use of direct mail locally. The gas company has the name and address of every customer on its lines and is in position to make a selection of those customers who represent the best possibilities as purchasers, and to concentrate their direct mail activities on this group. Just as one newspaper ad cannot be expected to develop the desired interest and prospects, so a single mailing cannot be expected to produce the desired results. What is necessary is a co-ordinated and extended use of both newspaper and direct mail advertising in sufficient quantity to produce enough leads to keep the sales force fully occupied. Of course, the direct mail activities should be scheduled with consideration of the size of the sales force so that it may be effectively and promptly followed up with personal calls before the interest lags. Unless the direct mail effort is followed up, it is practically worthless.

Remember that the first point of contact with the interested prospect is usually at the company office. Therefore, care-

fully laid out window and store displays are of vital importance.

If the publicity program is well laid out, there will be no need of a "cold" house to house canvass, which is usually discouraging to the sales force. However, should the "cold" canvass method be found necessary, it is well to do it section by section, starting with the region where the buying power is greatest.

Sales Co-operation with Plumbers and Dealers

The answer to this question depends upon the policy of the individual public utility and upon the conditions in the trade. It is unanimously agreed that co-operation is desirable but in some instances difficult to obtain.

Where possible the utility should stock the refrigerators and sell to the dealers and plumbers at a discount that will encourage them to get out and try to sell, or at least help to sell the architect into writing the water, gas and drain openings and possibly the refrigerator into specifications for new houses and buildings.

Service Guarantees

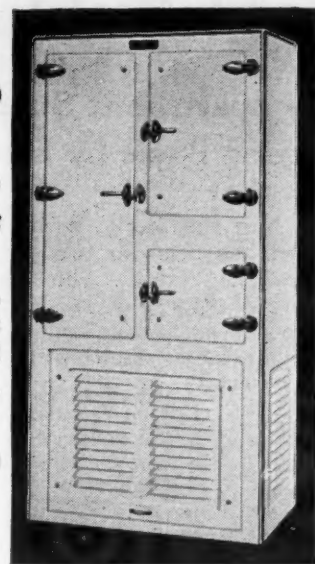
The manufacturers of gas refrigerators guarantee their units for one year. Therefore, the gas company can at least duplicate this guarantee to the customer without incurring any risk or expense. Either an additional guarantee or some type of service arrangement should be extended to the customer if the long life and lack of attention of the gas unit is to be properly capitalized in a sales way.

A feature of gas refrigeration of particular appeal to the public utility is the fact that, on account of the simple service requirements, the company is in a position through its trained staff to service, as well as sell and install, the units. This affords an exceptional opportunity for the utility to build up and hold the customers' good will, as distinguished from the situation which would prevail if gas refrigerator servicing work were done by the manufacturer.

BOHN'S Latest Achievement — The New BOHN "Super Quality" Refrigerator

Beautiful, Distinctive

Can be had in 5, 6, 7, 9 and 12 cubic foot net food storage capacity.



White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

[Featuring the Insulated Baffle Wall]

The lowest prices in our 31 years of manufacturing "Super Quality" Refrigerators

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

These models are on display at our own stores in

NEW YORK
5 East 46th Street

CHICAGO
227 No. Michigan Blvd.

BOSTON
707-709 Boylston Street

Refrigerator Manufacturers

Sum up the advantages of Monel Metal and you will know why the public is demanding, and leading manufacturers are selling, refrigerators graced with the permanent good looks of Monel Metal trim.

Leading manufacturers of refrigerators are using Monel Metal trim because—

1. It is permanently bright and attractive.
2. It is easy to keep clean because of its rust-immunity and corrosion-resistance.
3. Its steel-like strength makes it hard to dent or scratch.
4. Its surface never shows signs of wear—it has no coating to wear off.
5. Its general good looks and ornamental value enhance appearance and salability.
6. It is being advertised to American housewives through leading national magazines.



Monel Metal trimmed Seeger refrigerator manufactured by SEEGER REFRIGERATOR COMPANY, St. Paul, Minn.

SEND FOR "LIST B" OF MONEL METAL AND NICKEL LITERATURE

Monel Metal is a technically controlled Nickel-Copper alloy of high nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

MONEL METAL

THE INTERNATIONAL NICKEL COMPANY (INC.)



67 WALL STREET, NEW YORK, N. Y.

Washington Gas Light Manager Says Gas Machine is Builder of Good Will and Profitable Loads

Cites 100 Meter Apartment Supplied at Loss Put on Paying Basis by Electrolux

As a means of impressing the public with the modern aspects of gas, no appliance yet has been so successful, or so valuable an asset as the domestic gas refrigerator. This statement was made by W. Herbert Gill, manager, Washington Gas Light Company, distributors for Electrolux in the capital and environs.

"The domestic gas refrigerator is the first appliance we have had in years that possesses charm, or genuine appeal," said Mr. Gill. "The making of ice by flame captivates and inspires the imagination. I doubt if anyone would claim that any other gas appliance could be so classified. All of them—ranges, water heaters, house heaters—while being highly desirable, lack appeal in themselves. They do not intrigue as do gas refrigerators, which aside from their function of preserving food and making ice cubes, appeal to the eye.

"It has been my observation that the gas refrigerator has given impetus to the gas industry. People can now realize that gas is as modern as up-to-date and desirable as electricity. It has provided advertising value that cannot be overestimated. We are no longer limited to the merely utilitarian. We have an appliance that to the average person is as intriguing as an electrically operated device.

"Next in importance is the immediate benefit the industry has derived from the domestic gas refrigerator. It is well known that many consumers are carried at a loss. Many users of gas, particularly apartment dwellers, burn less than one dollar's worth of gas a month. Needless to add, these customers are carried at a loss to the company.

"I know of no better way to increase domestic gas consumption than to install gas refrigerators. Up to the advent of this appliance the door was closed to us. Modern apartments furnish their tenants with hot water and heat which completely eliminates the possibilities of selling individual hot water heaters or furnace equipment. But gas refrigeration is another story. Take a specific case:

"There is an apartment here in Washington of one hundred meters. The average gas bill used to run less than \$1 a month. With surprisingly little effort we sold the owner an Electrolux for each apartment. The result is that we now have a return each month from every one of those hundred customers of an average of more than \$2.50.

"Advertising can well be co-operative for these jobs of apartment installation. The good will obtained by featuring in the gas company's advertising, a photograph and description of the installations made is not to be underestimated as it tells the public once more of the modern aspects of gas. It makes a friend of the owner as it aids him in filling his apartment.

"What is true of apartments is equally true of individual dwellings. In the aggregate there are probably more people living

in private homes than in apartments. It is just as important that they be made profitable customers. In communities where gas exceeds \$1.50 per M the sale of gas-burning appliances other than the gas range is limited. To those companies with such a rate, or higher, I recommend the Electrolux as a sure method of bringing the small consumer up to a basis of profit."

1800 WORKERS NOW ON SERVEL PLANT PAYROLL

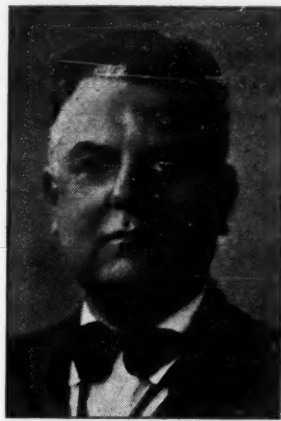
W. F. Thatcher, vice-president in charge of production of Servel, Inc., states that more than 1800 workers are now engaged at the Servel plant at Evansville, Ind., where Electrolux gas operated and Servel electric refrigerators are made. Mr. Thatcher said that at the first of the year 1200 were employed and that during the peak season, in the spring, 2600 were on the rolls.

"Eighteen hundred," he declared, "is an exceptional figure for us at this time of year. Business in August was very good—even better than during July which is one of the best months for the industry. September business, from orders on hand, will quite likely approximate August sales. We feel very optimistic at Servel, as indications are that the public is rapidly coming to realize that automatic refrigeration is not a hot weather commodity but a four-season necessity."

PHILADELPHIA ELECTRIC CLUB TO HOLD SHOW NOV. 17-24

An electric and radio exhibition will be conducted by the Electric Club of Philadelphia, Pa., in the Coliseum, November 17 to 24. Arrangements have been made for 361 booths at the exhibition and the show will cover the entire list of electrical appliances and lighting effects.

On September 13 the club celebrated its 11th anniversary and at a luncheon conference announced its two year business development program, the first step of which is the staging of the exhibition in November. P. Brosseau, formerly assistant manager of the Electric Association, Chicago, has been appointed managing director of the club.



Augustin J. Himel

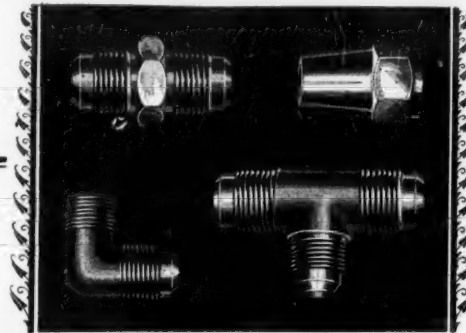
NEW ORLEANS DEALER GIVES SERIES OF LECTURES ON PRESERVATION OF FOODS

Augustin J. Himel, of the New Orleans office of Frigidaire Corp., gave a series of lectures to housewives on the subject of "Preservation of Food Stuffs" during the summer months.

These lectures were given in the display room at 1001 Canal street before members of the New Orleans Housewives' League, and other women's organizations.

Woodbridge to Act as Judge in Insurance Advertising Contest

C. K. Woodbridge, president of Kelvinator Corp., will act as one of a jury to judge the annual advertising contest which will be part of the program of the Insurance Advertising Conference, to be held in Washington, D. C., October 1-3.



PIPE and TUBE FITTINGS

Made From Brass Forgings

For many years we have specialized in the manufacture of brass fittings, in small sizes, for connecting brass and copper tubing.

We are now producing similar parts made from BRASS FORGINGS—including a full line of forged nuts. These fittings are especially designed to meet the requirements of Iceless Refrigerator Manufacturers for fittings of a superior type. These fittings will not leak gas, air or liquids under mechanical pressure. They have the compact grain structure, high tensile strength and smooth, flawless surfaces found only in forgings. Our forged fittings are accurately machined, carefully inspected and individually wrapped and labeled.

Send a sample or blue-print for quotations on parts of a special nature. Catalogue No. R-30, showing our complete line of standard fittings, will be mailed on request.

COMMONWEALTH BRASS CORPORATION
DETROIT 5781-5835 COMMONWEALTH AVE. MICH.

Welding an Important Part of Electrolux Construction



These women workers, employed by Servel, Inc., are skilfully performing the difficult job of welding heat exchangers to generators for Electrolux automatic refrigerators.

GRADUATION exercises were held here Saturday by the Servel, Inc., welding school at which twenty-five women apprentices completed courses in oxwelding, "cum laude." To date the school has graduated three hundred.

That statement, according to F. P. Nehrbus, general production manager, Servel, Inc., might well be a regular "news item" from the ElectroLux division where a special school is maintained to train women in the intricacies of welding the numerous joints of the refrigerator. Experience has proved, Mr. Nehrbus stated,

that women workers are best adapted to those light, intricate building operations requiring patience for detail.

"In the manufacture of an Electrolux more than fifty welding jobs are necessary. When some time ago we discovered that women workers were best suited to do the especially fine joining we started a school in which we have trained scores of women workers. Under the supervision of experts they are taught their trade, and when they have proved to be masters, are made regular workers."

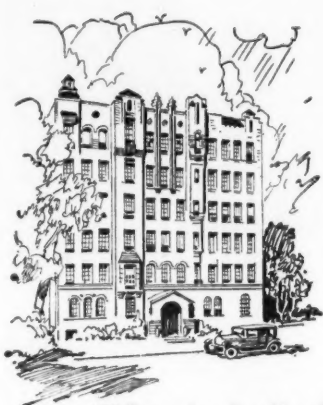
REX-BUILT CABINETS
enjoy a world-wide reputation
for beauty of design and quality
of materials and workmanship

REX
MANUFACTURING CO.
CONNEERSVILLE - INDIANA - U.S.A.

THE GAS REFRIGERATOR *has arrived!*

Why Electrolux is easier and more profitable to sell

This noiseless refrigerator without moving parts is being installed in the finest new apartment houses and thousands of homes . . . is bringing new profits to dealers



150 Ocean Ave., Brooklyn, N. Y.
—65 Electrolux Refrigerators



Poinciana Hall, Brooklyn, N. Y.
—75 Electrolux Refrigerators



29 Washington Square, New York City—58 Electrolux Refrigerators

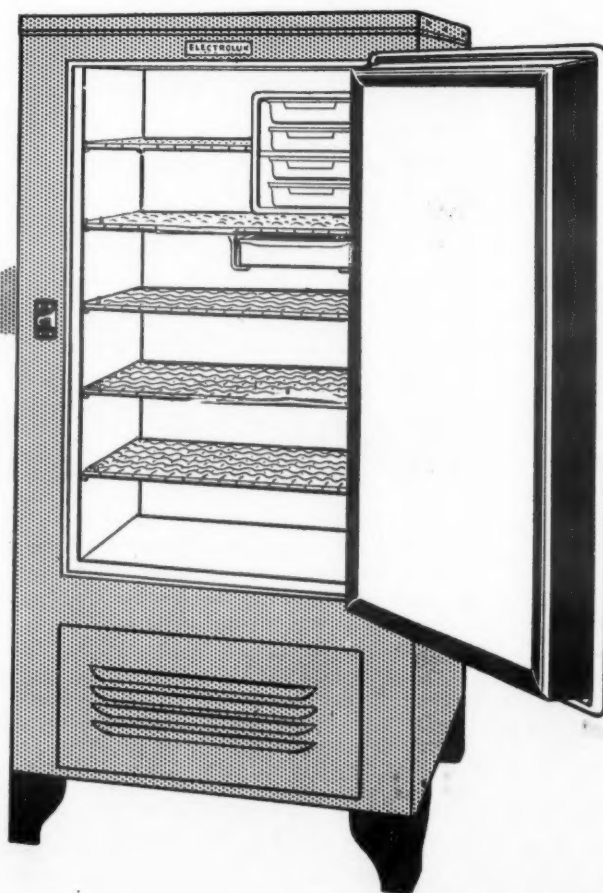


Thousands of Homes
... Electrolux-equipped

THE Electrolux refrigerator pictured here is the popular Kitchenette Model. Electrolux is available in a wide range of sizes. \$225 to \$550, F.O.B. Evansville, Ind. Besides the gleaming white finish, boxes may be had in four attractive color effects: Biscay Blue, Silver Grey, Ivory Tan, Crystal Green.

The Electrolux Refrigerator may be operated not only with City gas but also with Pyrofax and other tanked gases or a small electric heating element.

The Electrolux cabinets are of steel and Armco Ingot Iron construction with 2½ and 3 inch pressed corkboard insulation. The insulation is treated with hydrolene to withstand moisture. The hardware is heavily nickel-plated and extra strong. The lines and proportions of the boxes are both pleasing and practical. A special low model, the Double Duty, is just the right height to serve as a table or the base for a gas range . . . a remarkable space saver.



trolux is the easiest automatic refrigerator to sell . . . why the Electrolux franchise is the most profitable one in the industry.

Silent operation sells architects and builders . . . Architects and builders are installing Electrolux in the finest new apartment houses. Some of these are pictured here. Thousands of Electrolux Refrigerators are bringing new refrigeration comfort and economy to American homes.

Strong national advertising . . . Dominating advertising has backed Electrolux in the Saturday Evening Post, great newspapers, and national trade papers. Beautiful sales aids and literature have been prepared. Such activity will be greatly increased during 1929.

A rare opportunity for dealers . . . There's room for many more dealers. Servel invites inquiries from Gas Companies and Dealers who are alive to the possibilities of Electrolux . . . who want to learn the facts about this amazing refrigerator. Servel Sales, Inc., Evansville, Ind.

Does away with profit-robbing service



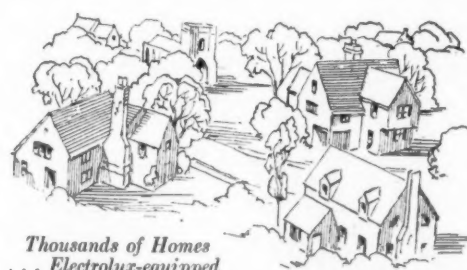
The Cordova, Brooklyn, N. Y.
—85 Electrolux Refrigerators



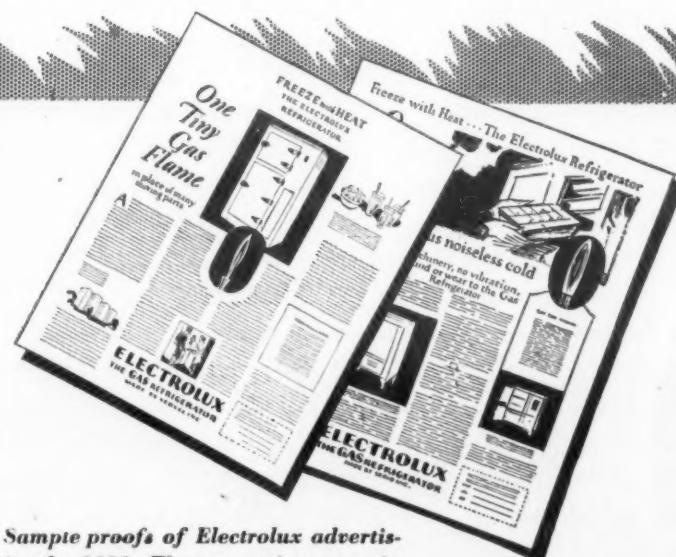
Lombardy Apartment Hotel, New York City—147 Electrolux Refrigerators



28 Locust Hill Ave., Yonkers, N. Y.
—100 Electrolux Refrigerators



Thousands of Homes
... Electrolux-equipped



Sample proofs of Electrolux advertising for 1929. These arresting pages in color will go into more than 4,000,000 American homes each month in 1929.

ELECTROLUX THE GAS REFRIGERATOR

MADE BY SERVEL

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry
PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

550 Maccabees Building, Woodward Avenue and Putnam Street
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SEPTEMBER 26, 1928

Gas Refrigeration

IN this issue considerable space is devoted to news and opinion relating to gas refrigeration. This emphasis upon a non-electrical type of refrigerating equipment may appear anomalous in *ELECTRIC REFRIGERATION NEWS*. In the event that the purpose of this feature of the issue is not entirely clear to our readers it may be well to state the editorial policy of the paper toward this new development.

From the viewpoint of our readers, much interest is being evinced in the technical details and the market possibilities of gas-operated refrigerating equipment. The term "gas refrigeration" is coming into common use to designate apparatus of the *absorption* (or *adsorption*) type, as distinguished from apparatus of the *compression* type. It is true, of course, that the absorption system may also be operated by electricity, that is, an electric heating element may be used instead of a gas flame as the source of energy. It may be confusing to some, therefore, to designate the absorption system by calling it "gas refrigeration."

The same question arose when the term "electric refrigeration" was adopted to designate what had formerly been known as the "small automatic portable machine." Certain groups who were disturbed by the thought of new competition insisted that the words "electric refrigeration" were erroneous and misleading. They asserted that the device should be known by its process rather than by the source of energy, in other words, that it should be called *chemical* refrigeration. It was even claimed that *gas* refrigeration would be a more appropriate term since the refrigerant is a gas during the effective part of its cycle.

The term "electric refrigeration" has prevailed in spite of the objectors and no doubt "gas refrigeration" will meet acceptance also, since the choice of these terms is based upon sales psychology rather than technical exactness. The public has become accustomed to buying and using *electrical* appliances. The manufacturers of electrical products, the central stations or electric light and power companies and the electrical contractor dealers, all of whom are primarily interested in fostering the electrical idea, have taken pains to educate the public to think of the service rendered as an *electrical* service. In the same manner the gas industry has emphasized the service rendered by gas. Millions of dollars have been expended to teach the public to "cook with gas" and no doubt the gas industry will contribute its share toward educating the public to better understanding of the need for adequate refrigeration by urging its customers to "refrigerate with gas."

Those interested in promoting both gas and electric refrigeration have begun using the term "automatic refrigeration" to include both types. The word has this advantage but it lacks the appeal from an advertising viewpoint simply because it does not capitalize upon past educational effort.

Since important manufacturers of electric machines are now promoting gas operated equipment and since many of the big public utility organizations are equally interested in both gas and electric service, it is quite evident that these two types of apparatus will have much in common and that an effort will be made to avoid destructive competition between the two. It is also probable that many dealers will handle both systems, recommending the one which seems to meet the customer's requirements best or which has the least sales resistance. In any event those now handling electric refrigeration equipment should be fully informed regarding the gas apparatus whether the viewpoint is co-operative or competitive. *ELECTRIC REFRIGERATION NEWS* believes that these is everything to gain and nothing to lose by avoiding conflict between the two interests—particularly that type of conflict which only disturbs the public and makes the prospect suspicious of both sides.

Copies of this issue will be distributed at the annual convention of the American Gas Association to be held at Atlantic City, Oct. 8-12. It is hoped that the information in these columns will prove interesting and valuable to the gas utility executives who are now considering the possibilities of refrigeration as a means of expanding their industry's market. This "gas issue" is also presented as a gesture of friendliness from a comparatively young branch of the refrigeration industry to another just making its bow to the public.

Striking Exhibits Presented by Providence Gas Co. In Electrolux Window Display Drive

By Ernest A. Dench



UNTIL early this September the Providence Gas Co., Providence, R. I., had not stressed the sale of gas refrigerators to any extent.

It was decided that a series of striking window displays, if installed simultaneously, would have a beneficial effect on sales. A window display drive, in other words, to be put on by display manager Stuart Bratesman.

Each display pictorially reasoned in a different way. The housewife not interested in the mechanics of gas refrigeration was given the facts with none of the technical frills. A black and white checked frame, painted at uneven distances apart with ice cubes in jaunty angles, was draped from behind with black velvet.

The frame itself was shaped somewhat like a large square spinning top, and widened out in front to give depth to the gas

refrigerator placed inside the frame. The black drape and the white enamel refrigerator formed a happy color combination. "Now I C E by Gas" read the caption at the top of the frame above the refrigerator, while seemingly bursting from the sides of the refrigerator were two large cards, giving such arguments as simple, silent, convenient, economical.

The high-light of the second display was a three-wing screen, the middle panel of which had the effect of bursting flames hovering over a border of painted icicles. This read: "Flames that Freeze." The Electrolux refrigerator fitted into the lower opening of this panel section. The side wings, topped with icicles, carried the selling arguments—

"Real Refrigeration at Low Cost—Chill with Gas."

The third display had the mechanically-

minded male in mind. "What is a Paradox?" was the curiosity-arousing title painted on a black strip topping a large background cut-out. He read the large show card "box" insertion to discover that—

"The paradox of producing cold from heat is now a thoroughly practical proposition. Electrolux, the gas refrigerator, is a constant servant 365 days a year."

Have you seen it demonstrated? (Note: The dictionary says: "Paradox—a proposition which at first sight seems absurd, though on investigation, it turns out to be really true.")

Standing in front of the panel was a cut-out of a bespectacled college professor surrounded by a batch of technical books, scratching his head to find the truth of the seemingly misleading statement. A gas refrigerator was placed at the other end of the trim.

Baltimore Gas and Electric Company Entertains at Peggy Stewart Teas



Peggy Stewart, represented by Miss Kirk, serves tea at the Peggy Stewart Tea Parties given by the Consolidated Gas, Electric Light and Power Company of Baltimore. Each Friday the tea party precedes a food lecture and demonstration given in the Electric Culinary Hall by Miss Thornton.

Novelty is being introduced into a regular series of food lectures and demonstrations given by the Consolidated Gas Electric Light and Power Co. of Baltimore by preceding the lecture with a "Peggy Stewart Tea Party."

The teas were held on Friday afternoons throughout July and will be held once a month through the succeeding months. Miss Trentham received and Miss Kirk, dressed as Peggy Stewart, served refreshments. These usually consisted of some kind of punch with colored ice cubes and small fancy sandwiches with jelly or nuts. As guests arrived and were served they seated themselves and chatted together for a short time and then Miss Trentham gave one of her regular lectures and demonstrations, while "Peggy" served late comers and prospects who

dropped in not knowing of the party. Almost without exception the guests proceeded, at the end of the party, to inspect the Kelvinators on display.

The name of Peggy Stewart was taken as the name of the party from an incident in Maryland history. A brig, owned by Anthony Stewart and named for his daughter Peggy, arrived in Annapolis on October 14, 1774, and Stewart, though a member of the Non-importation Society, paid the duty on the tea in order to land the rest of the cargo. This act aroused great indignation among his fellow countrymen, who promptly called a meeting to decide just what should be done in the way of a rebuke. Stewart was thoroughly frightened and volunteered to unload and burn the tea. This was satisfactory to the majority, but the minority,

who were so deeply incensed, threatened Stewart's life, and in order to appease them, he ran the brig ashore on Windmill Point and set fire to her with his own hand.

The Peggy Stewart tea parties are given in the Electric Culinary Hall, which is run in conjunction with, but separately from the electric range and electric refrigeration sales department.

HOW TO SELL THE IDEA TO THE PROSPECTIVE DEALER

Britton, Okla., Sept. 8, 1928.

ELECTRIC REFRIGERATION NEWS,
Detroit, Mich.

If every sales representative of the different electric refrigeration manufacturers would take it upon himself to carry two or three copies of the *News* in his portfolio and in making his calls on new and old dealers, take about five minutes to show them the *News*, I believe the circulation would materially increase, especially in establishing a new dealer or distributor.

To show you that I practice what I preach, I have just made a connection with the Pampa Hardware & Implement Co., Pampa, Tex., as distributor for Servel and Electrolux in that territory. I showed the manager a copy of the *News* and you will find check herewith attached for two one year subscriptions from them.

Very truly yours,
A. THRASHER,
District Manager, Servel Sales, Inc.

Frigidaire Factory Foremen Hold First Fall Meeting

More than 400 members of the Frigidaire Foremen's club attended the first fall meeting held at Dayton, Ohio, on September 10. A buffet supper was served and T. B. Fordham, works manager of the Frigidaire Corp., R. C. Mattern and T. Miller were speakers on the program which followed.

Valerius Corp. Holds Employees' Picnic at Jefferson, Wis.

The Valerius Corp., Jefferson, Wis., manufacturers of Ice-O-Matic soda fountains, held its annual picnic on Aug. 25. Refreshments were served at noon and two ball games were features on the day's program which was followed by dancing in the evening.

700 MACHINES SOLD IN ALABAMA POWER CO. "BATTLE ROYAL"

Airplane Advertising the Big
Feature of 10 Weeks' Drive
By Ruth Elizabeth Wood

THE owner of an electric range is the best prospect for an electric refrigerator and likewise the person who is enjoying the benefits of electric refrigeration is the best prospect for an electric range, at least so the Alabama Power Co., Birmingham, Ala., believes, and with this thought in mind launched a campaign on Aug. 1, continuing until Sept. 15, in which the two appliances were featured together.

This campaign was promoted by the success of a previous campaign featuring electric refrigerators alone which was on from June 1 to July 31 and was known as the "Battle Royal."

There were ten rounds to the battle, ten weeks to the campaign in which close to 700 General Electric refrigerators were sold. Sales supervisors were the pugilists, division managers the backers, and if we may believe the *Knock Out News* there was some fight—"Punches to the right of them, punches to the left of them, they battled and blundered. Red noses, cauliflower ears, black eyes or what have you," in every round.

Special features of the campaign included a small down payment (\$10), twenty-four months in which to pay the balance, and 7 per cent commission for the salesmen.

Prizes were given out weekly, at the end of each round of the "Battle Royal." Ten dollars was given each week to the individual selling the greatest number of refrigerators, \$10 to the district, \$20 to the division. At the end of the Battle a grand prize of \$75 was given to the division winning the greatest number of rounds.

In preparation for the campaign, per meetings were staged in each division. All the paraphernalia of a good prize fight was present together with officials from Birmingham.

The chief publicity feature was two airplanes. "The Spirit of the Alabama Power Company" flew over all the towns in the state where the campaign was carried on, and dropped cut-outs of the General Electric refrigerator. These cut-outs had numbers printed on them; people who picked them up were requested to keep part of the cut-out and turn in the rest at the local office of the Alabama Power Co. Then on the evening of a designated date, a prize was given to the party holding the lucky number. Electric percolators were given in most instances.

Every town over which the planes flew had newspaper announcements of the event. The success of this feature was remarkable. Thousands of cut-outs were turned in at the offices. So far as could be figured, for every seven cut-outs turned in, some one called at the office, which meant that hundreds of people were reached who could not otherwise have been interested.

Reports from sales supervisors were enthusiastic: "I consider the airplane stunt the best advertising that has been pulled. I think the publicity derived has been the best." "Our airplane advertising on refrigerators was a great success as a whole over the Western Division."

The log of the airplane was full of comments, like, "The siren surely made the people look up and take notice—" "Crowds on the street, attracted by siren." "Streets were filled with people." "Town looked a bit quiet as we approached it, but did not take long to get a good crowd out in the street, and we could see them scrambling for the thousand cut-outs we dropped."

Special emphasis was laid on selling the larger models and special inducements were given to salesmen to sell them. All who sold the nine foot box, or larger, were entitled to join the Big 'Un Club, and receive the title of Gold-Digger and a \$5 gold piece.

Sales helps sent out from the office stressed the advantage of a large box in a normal family, pointing out that the cold storage plant of a 5-foot box is strong enough to run a 7-foot box, and that in the larger box, with its dependable electric refrigeration, a housewife could store enough food so that she would only have to shop once a week. This, it was pointed out, is an economy as well as a convenience.

One of the most interesting publicity stunts was put on in the Sheffield district; "G. E." and the General Electric refrigerators were sketched in outline on the windows of all of the street cars of the city.

The refrigerator campaign went over at once into the six-week range-refrigerator campaign previously mentioned. Here a goal of 500 electric ranges and 350 refrigerators was set. The same features that were a part of the previous range and refrigerators campaigns, were repeated in this—a small down payment and long period of time to pay the balance.

A mailing list of prospects not sold during the previous range campaign was made up, and five broadsides were mailed to everyone on that list, in accordance with the National Electric Light Association's "Plan to Sell Electric Cookery," issued by the range committee of the commercial section.

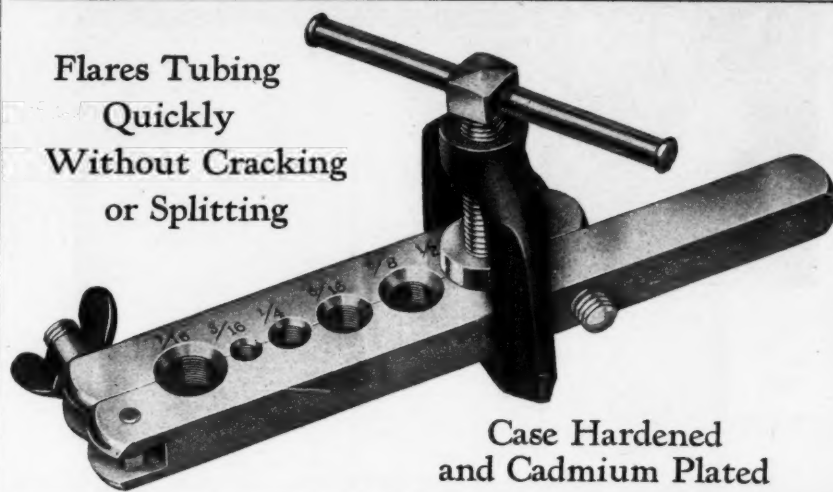
Photos Like This Aid Salesmen of Arch Electric Co., Portland



Most folks like to follow the leader. Knowing this, the Arch Electric Co., Portland, Oregon, has photographs like the one above taken and supplies its salesmen with them. These photos are incorporated in the salesmen's sample books and are presented to prospects to show them what others in the apartment business are doing in the way of refrigeration.

Imperial Flaring Tool

Flares Tubing
Quickly
Without Cracking
or Splitting



Case Hardened
and Cadmium Plated

The new Imperial Flaring Tool gives the proper flare and taper to tubing for making up joints. A perfect flare means a tight joint, and this tool does the work in the least time and with the utmost simplicity. No loose dies—no vise necessary. Tubing can be clamped, flared and removed in less than 30 seconds.

No. 93-F takes tubing sizes $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", and $\frac{3}{4}$ ".
Each.....\$3.00

No. 95-F takes tubing sizes $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ ".
Each.....\$4.00

Send your order today!

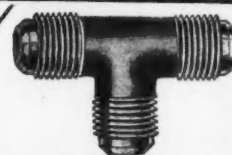
IMPERIAL BRASS MFG. CO.

565 So. Racine Ave.

Chicago, Ill.

BRASS FORGINGS

Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.



{ G-E CAPACITOR-MOTORS }

Type RKS

Check

this capacitor-motor
with the ideal refrigerator
motor. —

Here are the specifications of an ideal refrigerator motor:

1. High torque in starting and pull-up, and high maximum torque
2. High efficiency
3. High power-factor
4. No radio interference
5. Quiet operation
6. Reliable operation for long periods without attention

This new capacitor-motor, developed by General Electric primarily for use in its refrigerators, meets these specifications in every respect. The starting and maximum torques are ample for satisfactory operation, and the pull-up torque, apparent efficiency, and power-factor are much greater than in other types. ¶ There can be no radio interference, because there are no rubbing contacts such as brushes, commutators, and collectors. The polyphase characteristics obtained by the use of the capacitor make this single-phase motor practically noiseless. Its mechanical simplicity results in superior reliability of operation. ¶ Ask your nearest G-E office to explain the details.

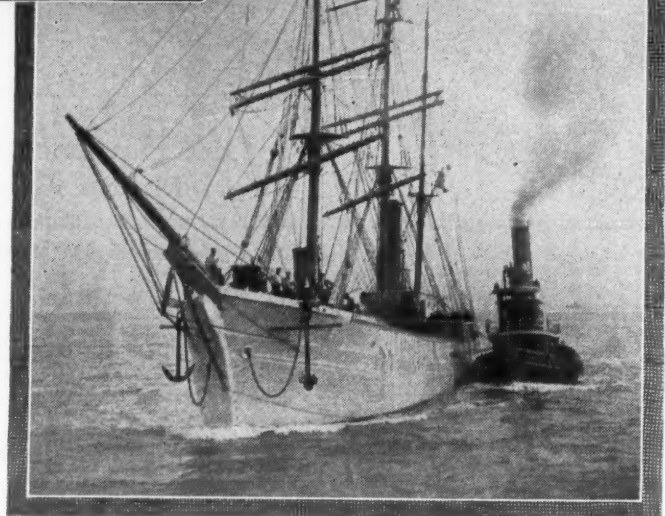
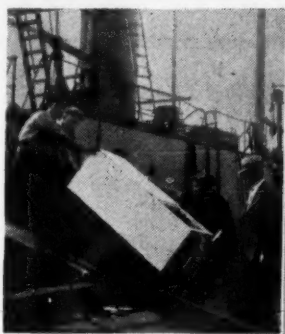


GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

210-78 A

Kelvinator Goes With Byrd to South Pole



Since Antarctica is in itself the world's largest refrigerator, influencing climate throughout the entire southern hemisphere, the problem of refrigeration would not at first glance seem likely to require a great deal of attention on the part of the organizers of a South Polar expedition. The old adage regarding carrying coals to Newcastle would appear to supply with a good deal of force to such a situation.

The fact remains, however, that the problem is of major importance to any Antarctic expedition setting out from the shores of the United States, and electric refrigeration has been called upon to contribute to the solution of the problem by the organizers of the Byrd Antarctic Expedition, now on the way to the frozen continent at the bottom of the world. Two Kelvinator refrigerators were installed in the expedition's ice-breaker The City of New York, and two in another of the expedition's vessels, the Eleanor Boling.

The necessity for the most careful provisions to assure adequate refrigeration arises from the course which both vessels will follow on the way from New York Harbor to Dunedin, New Zealand, where they will meet about November 1. Proceeding through the Panama Canal and down the west coast of South America they will be in tropical waters where the temperatures range well over a hundred degrees. Neither is a fast vessel; so extremely high temperatures will be encountered for a considerable period.

When the Byrd Expedition leaves New Zealand it will be bound direct for the Bay of Whales, an indentation in the great Antarctic ice barrier. There the main base will be established and from there Commander Byrd will take off on his airplane flight to the Pole. Hydrographers, meteorologists, and geologists will operate both from the main and subsidiary bases. Caches of food will be laid down for hundreds of miles towards the Pole, for emergency use by Commander Byrd and those who accompany him on his flight, and for other exploring parties that will be sent out from the bases.

The expedition expects to reach the Bay of Whales sometime in January, 1929, and to remain on the ice for from eighteen months to two years.

EXPERIMENTS REVEAL ECONOMY OF ELECTRIC COOLING FOR FARMS

The practicability of electric refrigeration and cold storage has been tested for two to four years on three dairy farms making retail deliveries in New Hampshire. The results are set forth in bulletin No. 233 of the New Hampshire experiment station at Durham, which says:

"The equipment is pronounced desirable, practical and economical by all farmers using it. It is foreseen that some farmers by reason of good local conditions and requirements for keeping labor steadily at work will find the use of ice cheaper. The more business a farm has, however, the more valuable will be the electric refrigeration equipment.

"The chief value of electric refrigeration in this field is in its elimination of the ice problem during the spring, summer and fall months, when ice must be dug up almost daily out of the ice house, cleaned and transported to the ice box or cooling room and loaded into bunkers. Many farms in this section use three or four hundred pounds of ice every other day."

SELL REFRIGERATION SERVICE, NOT JUST A MACHINE, SAYS BARGER

Copeland Service Head Tells How Service Calls are Checked

Taking the standpoint that the purchaser of a Copeland electric refrigerator has bought not only a machine but also a service, E. L. Barger, service manager of Copeland Sales Co., Detroit, describes in *Printers Ink*, methods used by that company in making sure that the proper refrigeration service is actually delivered to the customer, in an article entitled "How Servicing on Copeland Refrigerators Was Solved."

Mr. Barger names correct installation as the basis of all service. In order to provide properly trained installation and service men the Copeland company maintains a factory training school which is in session at all times and is accessible to dealers and distributors without cost.

When the machine is installed in the home of the customer, information as to the unit number, compressor number, type of system, type of installation, date of installation, name and address of customer and telephone number of customer are recorded on a card which is filed for reference. Later on should a service call be necessary a standard form sheet is filled out giving a complete record of the trouble, adjustments made, materials used, and length of time spent on the job. One copy of this report, which is made in duplicate, is attached to the original installation record card and the other copy is sent to the service department of the Copeland factory for analysis and comment.

A further check on each unit is given by an inspection card attached to the cabinet. This card contains a detachable return post-card entitling the sender to a copy of the Copeland book "Fifty-two Recipes for Frozen Desserts," and providing a place for remarks as to the operation of the machine. Comments which are not favorable are followed up by the factory until assurance is received that the particular unit in question is operating to the owner's satisfaction.

In conclusion Mr. Barger says, "Having amply provided for service in the elementary stages of production, and having at our command a corps of trained mechanical refrigeration experts, we are assured against undue troubles in the field. Consequently we have no real service problems in the field and this, to a large extent, is accountable for such success as Copeland has achieved."

Discusses Enameling Methods Used in General Electric Plants

The methods used in the General Electric factories for treating evaporator and box linings over a period of a week are outlined by Mr. Otis and they reveal that economy can be affected through close supervision of the various operations. The records of the tests have been summarized into two tables: No. 1—Oven performance in enameling evaporator units; No. 2—Oven performance in enameling box linings.

REFRIGERATED SHIPS OPEN NEW MARKETS TO SHIPPERS ON PACIFIC

Three New Ships on Westfal-Larsen Line to Have Refrigeration Facilities

Contracts have been let for the construction of three motorships for the service of the Westfal-Larsen Line between the Pacific Coast and the East Coast of South America, according to a recent announcement by the General Steamship Corp. in San Francisco. These are to be built in England; are to be of 14 knots speed and 9000 tons deadweight capacity; and will be equipped with space for 1500 measurement tons of refrigerated cargo in each vessel.

The refrigerator facilities of each vessel, comprised of about 60,000 cubic feet, will be divided into three chambers, one of which can be utilized to provide 10,000 feet of space for frozen merchandise, such as fresh fish, meats, etc., as well as for carriage of fresh fruits and vegetables under the air circulation method.

These new refrigerator motorships will be ready for the August, October and November sailings from the Pacific Coast in 1929.

The present announcement of the Line follows its recent statement in which it declared its intention of installing refrigerator facilities in each of the five vessels that it now operates in the trade. After careful study, however, decision to construct the new and faster vessels to meet the requirements of the trade at very heavy outlay was recently made by Westfal-Larsen & Co. This program has met with very hearty reception on the part of shippers in San Francisco, Seattle, Portland and Vancouver, who see great possibilities in building up the trade in apples, grapes and various other Pacific Coast fruits, vegetables, fresh eggs, fish, etc., through regular monthly sailings direct to South American markets.

"KELVINATOR TWINS" SPLIT COMMISSIONS FIFTY-FIFTY

The "Kelvinator Twins" is the title under which Messrs. J. W. Ables and H. W. Beddoe of the Electric Appliance Co., Oklahoma City, Oklahoma, operate.

The Kelvinator Twins represent two distinct types of salesmen and realizing this fact they decided that it would be to their best interests to combine their abilities and split all commissions fifty-fifty.

This plan has worked out unusually well on Kelvinator commercial sales upon which the Twins have concentrated their efforts. When a prospect is found that one of the two cannot close readily, he calls the other in for help.

As an illustration of how this combination has worked out, since the "union" of the Kelvinator Twins, they have closed thirty-two commercial sales while losing only six, and they have closed thirty apartment house sales, losing five.

SPARKLETS HEAD TO VISIT BRANCHES IN U. S. AND CANADA

A. Edwin Fein, vice-president and general manager of Sparklets, Inc., New York City, left on September 15 to make an intensive five-weeks sales tour of branch representatives and distributors in Buffalo, London, Canada, Chicago, St. Louis, Dallas, Mexico City, Los Angeles, San Francisco, Portland, Seattle, Vancouver, Winnipeg, Regina, Calgary, Toronto and Montreal.

H. G. Stern Named Manager of North Pacific Frigidaire Zone

Harold G. Stern, formerly commercial sales engineer of the Frigidaire branch at Seattle, Wash., has been appointed as manager of the North Pacific Frigidaire zone. Mr. Stern succeeds J. K. Knighton, who has been transferred to take charge of Frigidaire sales in California.

E. T. L. Service for Domestic and Commercial Electric Refrigeration
Testing and experimental laboratory service for manufacturer, distributor, central station
Test data exclusive property of client
ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, NEW YORK CITY, N. Y.

SULPHUR DIOXIDE

ANHYDROUS
ALYZED
SULPHUR
DIOXIDE

Universally used in the production and servicing of refrigerating machines.

Prepared for direct charging, with absolute protection afforded by complete laboratory analysis of each cylinder, large or small.

Exceptional dryness maintained as an additional safety factor

Ten sizes of cylinders from 2 lb. to 150 lb. capacity.

SO₂

ANSUL CHEMICAL COMPANY
MARINETTE, WIS.

Canadian Distributor
GRASSELLI CHEMICAL CO. Ltd.
Toronto—Montreal

Western Subsidiary
ANSUL CHEMICAL CO. of Calif.
Modesto, Calif.



Wanted Distributors!

For an Electric Sign you can re-word every day without cost

DON'T hibernate this winter. Keep your sales force together and making money selling this brilliant, new sign. Easy to read, easy to buy, easy to sell. Going like hot cakes to users who become enthusiastic repeaters. Some have re-ordered three times. All call it a great sales puller for retail stores, show-rooms, etc. Get your territory before it is snapped up. Write or send the coupon.

TELLITE

Tellite Mfg. Company
Finchley Bldg.
23 East Jackson Blvd., Chicago

Send full details of Tellite proposition and territory still open.

Name

Address

City State

Attention

Act
Now!

The Latest Achievement in "Dry-Kold" Refrigerators

"PERFECTION"

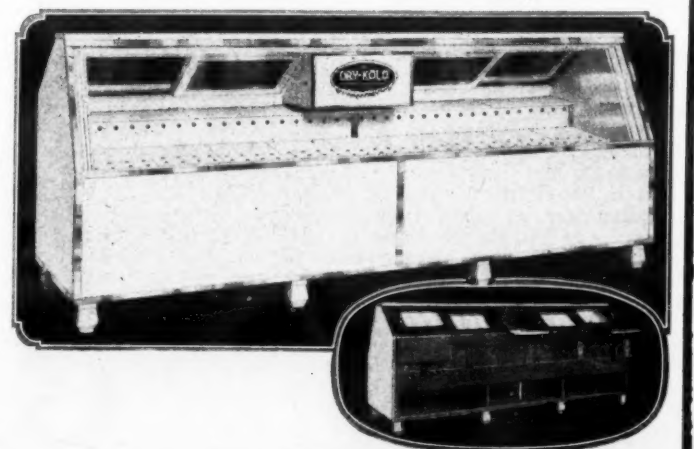
DISPLAY REFRIGERATOR
FOR ICE OR ELECTRIC REFRIGERATION
PORCELAIN INTERIOR AND EXTERIOR!
ACTIVE AIR CIRCULATION WITH COMPLETE
EQUALIZING OF TEMPERATURE, FRONT AND REAR.
AN EXCLUSIVE DESIGN DEVELOPING THE UTMOST IN
CORRECT REFRIGERATION.
EXTRA SHELF SPACE!

PERFORMANCE NOT EQUALED BY ANY OTHER!
ESTABLISHES A STANDARD!

THE PRODUCT OF AN OLD ESTABLISHED
MANUFACTURER OF THE HIGHEST GRADE,
CORRECT REFRIGERATORS.

SEND FOR COMPLETE CATALOG.

The "Dry-Kold" Refrigerator.
NILES, MICHIGAN



SCHURTZ SYSTEM IS OPERATED ON STEAM GAS OR KEROSENE

Uses Ammonia Absorption Principle Available in Sizes Up to 100 Tons Capacity.

A refrigerating system the sale of which until recently has been confined to local distribution around Kansas City, Mo., but for which arrangements are now being made for national production and distribution is the Schurtz Refrigeration System, designed by R. E. Schurtz, heating and refrigerating engineer, Kansas City, Mo.

This system operates on the ammonia absorption principle. It is adapted for any size plant from the domestic on up to 100 tons. In the ordinary sizes of domestic and commercial plants up to several tons capacity this system can be built air-cooled. It may be operated from gas, kerosene, steam or oil, which fact opens to it the immense field of farm and similar uses.

The Schurtz system is entirely self-contained and the only moving parts are the elements of the automatic control. In addition to the regular commercial applications, the machine may be used in connection with multiple installations in apartment houses.

NEW ALUMINUM PLATED COOLING COIL TO BE IN PRODUCTION SOON

Permits High Humidities and Low Operation Costs Makers Claim.

Pierson-Larkin Refrigerating Co., Atlanta, Ga., has been recently organized to manufacture an aluminum plated cooling coil for use in connection with commercial electric refrigeration equipment. The concern is building a new plant on Fair street in Atlanta which is rapidly nearing completion and in which practically all equipment is now installed. It is expected that production of the coils will be started within sixty days at the rate of one hundred units daily.

The manufacturers claim that the use of the new unit permits an unusually high degree of humidity in the refrigerator, that the coil is non-frosting and that it greatly increases the efficiency of the refrigerating plant because of the construction of coils.

It is stated that the coils will be "tailor made" in forty-two different designs. They will be marketed through mechanical refrigeration manufacturers, distributors, jobbers and dealers.

The officers of the company are Virgil P. Warren, president; Lester U. Larkin, vice-president; J. G. Williams, secretary; J. B. Wheat, treasurer. The Freitag Advertising Agency, Atlanta, is handling the advertising of the company.

TRUPAR HOLDS TWO-DAY CONVENTION AT DAYTON

National sales representatives and district managers of the Trupar Manufacturing Co., Dayton, Ohio, manufacturers of Trupar electric refrigeration equipment, attended the annual sales convention held in Dayton on Sept. 21-22. W. J. Lantz, president of the Trupar Manufacturing Co., L. G. Lindsay, vice-president, and H. J. Hunt, works manager, were speakers on the program at the meetings.

Those attending the convention were: C. C. Gorsuch, northern Illinois; M. J. Snell, Minnesota; N. C. Bronson, Wisconsin; H. S. Pettengill, Illinois; W. J. Mundhenk, northern Ohio; J. W. Wilcox, Indiana; E. W. Morrill, southwestern Ohio; E. P. Ramey, Kentucky; F. W. Broering, southern Ohio; A. B. Bordley, Tennessee; C. M. Davidson, Florida; J. M. Hand, central Ohio and H. Cook, Michigan.

M. J. Wise Appointed Special Representative for Zerozone

M. J. Wise, for fourteen years national representative for the Garford Truck Co. and more recently connected with the Dean Mfg. Co. of Chicago in a similar capacity, is appointed special representative for Zerozone according to an announcement of Iron Mountain Co. of Chicago.

Emerson-Brantingham Enters Porcelain Steel Products Field

The Emerson-Brantingham Corp., Rockford, Ill., has entered the porcelain sheet steel products field and is offering to the trade its line of "Everlastingly Built" kitchen equipment in white or in colors. In addition, it is offering refrigerator linings and other types of porcelain sheet steel work.



F. R. West

F. R. WEST JOINS COPELAND TO WORK ON SILICA GEL REFRIGERATION PROCESS

Frank R. West, formerly chief engineer in charge of design, developments, manufacturing and service of commercial and household refrigerating systems for Rice Products, Inc., Detroit, joined the engineering staff of Copeland Products, Inc., on Sept. 1 and will devote his attention principally to problems arising out of the development of the silica gel process of refrigeration.

Among previous associations of Mr. West are the J. E. Oden Co. of New York, T-N-T Engineering Co. Newark, N. J., R. J. Emery Co. of Newark, N. J., Rector Engineering Co. New York, Yale & Towne Mfg. Co. of Stamford, Conn., and the Baird Motion Picture Machine Co. of Newark, N. J.

Mr. West spent twenty-two months with Co. "A" 104 Field Artillery Battalion 29th Division, U. S. Army, half of this time in active service in France, where, with the rank of Master Signal Electrician, he was responsible for maintenance of radio liaison equipment.

He is a member of the A. S. M. E., the A. S. R. E., and the S. A. E.

F. B. CONNELLY CO., BILLINGS HOLDS MEETING OF DEALERS

General Electric dealers in Montana and northern Wyoming attended the semi-annual dealer meeting held on September 19 by the F. B. Connelly Co., Billings, Mont., distributors for General Electric refrigerators. Kenneth A. Connelly, manager of the refrigerator division of the F. B. Connelly Co., was in charge of the day's program.

W. E. Trawick, of Schenectady, addressed the dealers at the morning session. In the afternoon motion pictures of the General Electric plant were shown and B. C. Ritter and F. M. C. Williams spoke to the dealers. The meeting was brought to a close with a dinner in the evening at the Northern hotel at which W. W. Gail presided as toastmaster.

Roy C. Covert and Frank Coleman, both of Billings, and Charles E. Roesch, assistant sales manager from Cleveland, Ohio, were speakers on the program which followed. During the dinner hour a special program sponsored by the Connelly Co. in honor of the visiting dealers was broadcasted over station KGHL, Billings.

Sparklets Syphon Sales Contest Put on by R. Cooper, Jr.

During the month of September R. Cooper, Jr., Inc., 133 W. Washington St., Chicago, Ill., distributor for General Electric refrigerators and Sparklet syphons, is conducting a Sparklets syphon contest. A silver-plated syphon will be awarded to the salesman who sells the greatest number during the month.

H. W. Daugherty, who is in charge of Sparklet sales, has arranged for special demonstrations at all the branch stores. During the demonstrations, ice cream made by the Sparklet aeration method and frozen in General Electric refrigerator will be served.

Tampa Electric Co. Reports Sales Doubled in First 7 Months

The Tampa Electric Co., Tampa, Fla., reports that 129 electric refrigerators were sold in the first seven months of this year by its sales department as against 60 for the same period in 1927. The gross merchandise sales for the first seven months of 1928 exceeded those for the same period in 1927 by approximately 93 per cent.

Zerozone Announces News Organ

The Iron Mountain Co., of Chicago, announces a new house organ—"Zerozone News", to be circulated among its distributors, dealers and all salesmen each month.

News of the company's activities, as well as that of the Distributors, is to be carried in full detail. The first issue will appear in October. R. H. Hite, sales promotion manager, is Editor.

NEW CURRENT RATES CUT REFRIGERATION COSTS IN DETROIT

Fourth Reduction in Eight Years

Approximately \$750,000.00 will be the yearly saving to users of electricity in metropolitan Detroit made effective by the inauguration of a new residence rate in force on bills of the Detroit Edison Co. since Sept. 1.

The new rate provides for electricity at 2½ cents per kilowatt hour for all units or kilowatt hours consumed in excess of 50 units over the base rate. The new schedule is 10 cents a unit for the base rate, 4 cents a unit for the next 50 units, and 2½ cents each for all other units including a 10 per cent discount for prompt payment.

The base upon which these rates are figured is arrived at by taking 3 units per active room, the active rooms including the living room, dining room, kitchen and bedrooms in excess of a certain number. The average house has 3.3 active rooms which figured at 3 units per room gives a base of 10 units for the average home. Larger homes may run as high as 29 units.

With a base of ten units at 10 cents each and the next 50 units at 4 cents each, the average home owner will get the benefit of the 2½ cent rate after having used \$3.00 worth of current.

This is in contrast to the old residence rate of 10 cents a unit for the base rate, and 4 cents a unit for all other units.

Users of electric ranges and refrigerators will be especially benefitted by the new rates.

This is the company's fourth rate reduction in eight years and, according to H. A. Snow, assistant comptroller.

AUTOMATIC ELECTRIC CONTROLS
NON-DETERIORATING MERCURY SWITCHES
Simple — Dependable
ABSOLUTE
ELKHART



Accurate — Safe
CORPORATION
INDIANA

EXTRA DRY ESOTOO

THE PUREST
SULPHUR DIOXIDE
Analysis Guaranteed

We have an agent, with our product in stock, near you
Wire us where we can serve you

VIRGINIA SMELTING CO., WEST NORFOLK, VA.
F. A. EUSTIS, Secretary 131 STATE ST., BOSTON 2 Rector St., NEW YORK

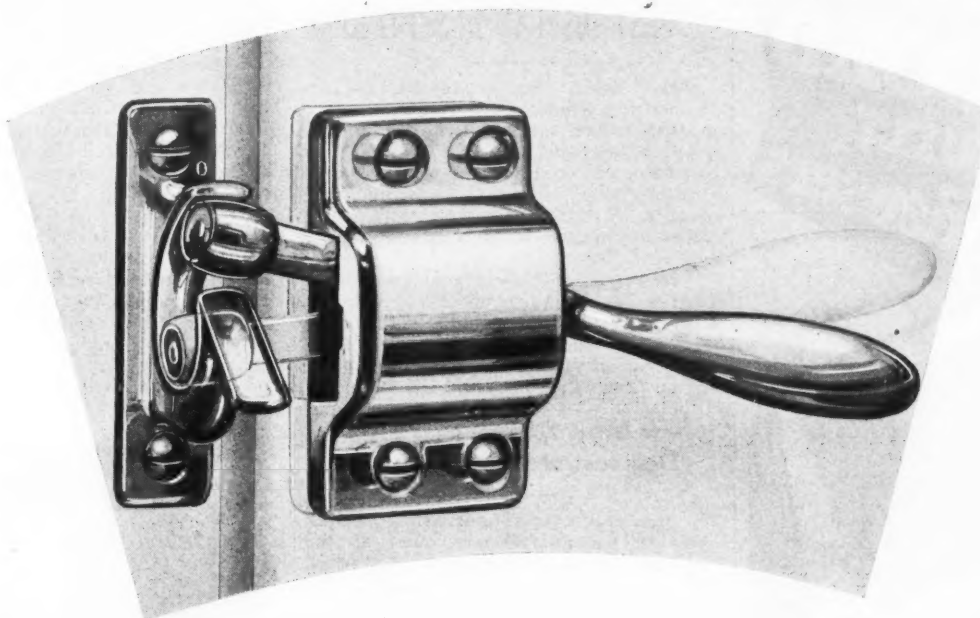
—one piece pressed aluminum.

—securely interlocked, removable grids.

—we'll be glad to quote in any quantity.

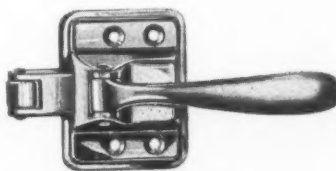


FRANKLIN AIR COMPRESSOR CORP.
Norristown, Pa.

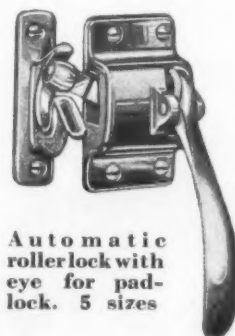


Study this Picture

Here's an automatic latch whose extra positive action and sturdy simplicity have made it a favorite. Note the deep throw, forcing the roller bolt by means of a strong spring to the very bottom of the strike. The shape of the strike acts as a wedge, closing and holding the door tight, even when carelessly hung. This patented latch, exclusive with us, comes in 7 sizes and a wide range of finishes, including chrome. Your inquiry will bring an immediate personal call with a full line of samples—or, if you prefer, we will mail samples with complete information and prices.



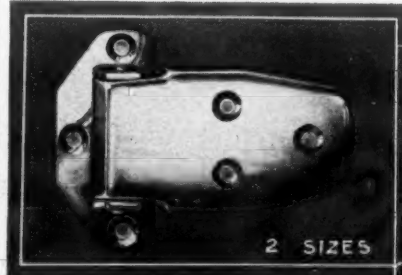
Reversible roller latch in 10 sizes. One movement of hand unlatches and opens door.



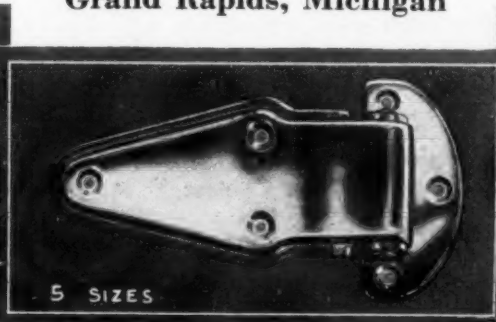
Automatic rollerlock with eye for padlock. 5 sizes

GRAND RAPIDS BRASS CO.

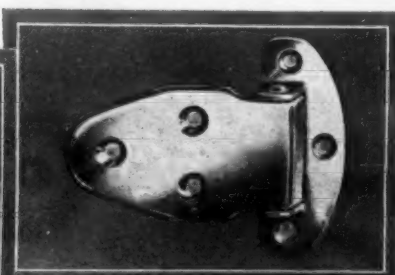
Grand Rapids, Michigan



2 SIZES

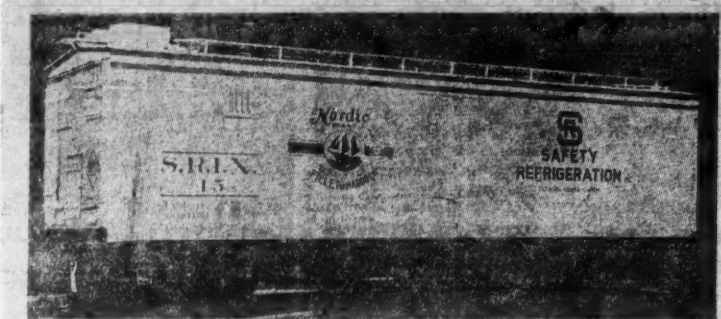


5 SIZES



Omaha Fish Company Heralds Arrival of Silica Gel Car

EIGHTH WONDER OF THE AGE
FIRST ICELESS CAR
of 13 Tons of Ocean Fish Direct from the Atlantic Ocean!



Come and See It Tomorrow! On Exhibition 2-5:30 P. M.
at Eighth and Farnam Streets FRIDAY, SATURDAY, SUNDAY

A surprising new kind of railroad car which carries 26,000 pounds of delicious ocean fish at 15 degrees below freezing temperature without ice, has just arrived to supply Omaha and vicinity with fish so tempting, so filled with deep-sea flavor, so easy to cook, that a new trend is in store!

NORDIC Fillet of Haddock

Just received a Nordic Fillet of Haddock from the world's largest haddock fishery, as you would a pound of haddock. Perfect! You have a tender fillet of sweet, juicy haddock READY TO COOK and serve in less than 10 minutes. Particularly no bones. No skin!

Think of it! "Victory" tons of Nordic Fillets loaded from the fishing boats. No bones, tails, bones. The contents of 26 tons of white fish, in 13 cars! 13 cars of white fish to make 1 pound of the Nordic Fillet of Haddock.

Two are entitled to come with your friends to view this wonder car and see the haddock fillet. You will be sure to have the best of the haddock fillet. The haddock fillet is so perfect, and why it is a wonderful discovery. You will be sure to have the best of the haddock fillet.

E. B. VROMAN, Sales Agent
1407 Sherwood Ave., Omaha Phone WE 5739

MID-CENTRAL FISH CO.

The arrival in Omaha of the first shipment of frozen fillets of haddock, refrigerated by silica gel equipment, was made a public event by the E. B. Vroman, sales agent of the Mid-Central Fish Co. A large newspaper advertisement

invited the public to examine the shipment during a three-day exhibition. In addition, special invitations were issued to 400 industrial leaders of the city, practically all of whom responded. A total of 1500 visited the car.

SERVEL OFFERS PRIZES FOR BEST DISPLAY IN SEPTEMBER

Servel Sales, Inc., Evansville, Ind., is conducting a window display contest among its distributors and dealers during the month of September. Every dealer and distributor entered in the contest must feature a window display for a minimum of one week during the month and a photograph and details of it must be sent to Evansville before Oct. 10.

Prizes totaling \$500 in gold are offered for the best window displays featuring either Servel or Electrolux. In determining the winners, sales appeal of display, originality and economy in expense will be primarily considered.

New Meat Defrosting Process Demonstrated in Australia

A new process of defreezing frozen beef was recently demonstrated at the Victorian Butter Co-operative Cool Stores, Melbourne, Australia, by A. Rayson.

The process involves three stages: The beef is first sprayed with hot water, under pressure, the air being thoroughly washed; next, the beef is thawed with warm washed air, under pressure, until the ice crystals melt without causing the tissue to collapse, thus retaining the nutriment; finally, the beef is sprayed with washed chilled air, under pressure, and the product is climatized to the market and atmospheric condition and remains dry and firm.

Amos E. Russell Heads Kelvinator Sales of Nelson & Wells Co.

Amos E. Russell, for the past three years with Kelvinator-Albany, Inc., Albany, N. Y., as sales manager and more recently manager of domestic sales for Kelvinator Sales Corp., Boston, Mass., has been elected vice-president in charge of sales of Nelson & Wells Co., Kelvinator distributor in Lynn, Mass.

Included in installations made this month by the Nelson & Wells Co. are the Aubrey Manor Apartments, the Douglass Apartments, and Kelvinator water coolers in the Breshnahan Co. factory.

Pacific Pr. & Lt. Districts Sold 271 Units From Jan. 1 to Aug. 18

Fifty Electro-Kold and 221 General Electric refrigerators were sold in the districts of the Pacific Power & Light Co., Portland, Ore., from January 1 to August 18. Pendleton has sold a total of 32 refrigerators or 128 per cent of its year's quota, Prosser has sold 13 or 144 per cent of its quota. Of the smaller districts, Moro has sold eight General Electrics in a community that was assigned a quota of two.

Frigidaire Offered in Seattle Picture Quilt Contest

A Frigidaire is offered as the first prize in a picture quilt contest being conducted at Seattle, Wash. The unit will be awarded for the best bird picture quilt made by any woman or girl in the city.

Pemco Will Show Stainless Enamels at Atlantic City

The Porcelain Enamel & Mfg. Co., Baltimore, Md., will feature stainless enamels, particularly adapted for gas and electric refrigerators in booth No. 451 at the Atlantic City Convention of the American Gas Association October 8-12.

The enamels to be displayed, created by the Pemco Research Laboratory—said to be the largest research laboratory in the enameling industry—has proved impervious to the usual stains caused by fruit juices.

Southern California Frigidaire Dealers and Employees Picnic.

The Los Angeles, Calif., branch of Frigidaire Corp. held a picnic at Orange County Park on Sept. 9 which was attended by 700 dealers and employees of Frigidaire Corp. in Southern California.

A baseball game, races, dancing and vaudeville acts were part of the entertainment. The Los Angeles branch announces the heaviest sales which it has ever had during the month of August.

Modern Porcelain Enameling Methods and Equipment Cut Cost for Servel

Continuous Conveyors Carry Job from Raw Material Stage Through Various Operations to Completion

ONE of the most efficient and smoothly-operating porcelain enameling plants in the country is located at Evansville, Ind., and is owned by Servel, Inc., of that city, according to *The Enamelist*.

The plant was originally a one-furnace installation. After several months, two additional furnaces were installed, which provided the necessary units for their present cycle of production.

The continuous dryers and carrousel conveying system have been especially designed for refrigerator work. The plant operates day and night, and all employees are paid according to the group bonus plan. The building is light and airy, and interior as well as furnaces are finished in a special glazed yellow brick.

The entire system permits a high degree of uniformity in the work, with less labor and supervision, in addition to increased production. Consequently, during the past year, enameling costs have been reduced about one-third by this company. Their average rejects, figured over the past year and a half, are less than 1%.

Servel is now making two types of refrigerators; the Servel electric refrigerator, and the Electrolux gas-operated refrigerator. The latter is an absorption type refrigerator, the invention of Baltzar von Platen and Carl George Munters of Stockholm, Sweden. The American patents are held by Servel, Inc.

F. P. Nehrbas is in charge of the entire works, and is largely responsible for the production system in operation in the enameling plant. Edgar C. Davis is superintendent of the porcelain division.

With the present arrangement, the flat sheets for making refrigerator linings are started at one end of the shop, while at the other end, the welded and completely enameled boxes may be seen traveling upon a treadmill conveyor to the assembling department on the second floor of the building.

The welding is done by girls, and the boxes travel along the continuous line of production uninterruptedly and at an even rate of speed. Thus, each workman is kept working steadily and systematically throughout the day. The layout on pages 32 and 33 gives practically all of the details regarding sizes and arrangement of the enameling equipment.

In the pickling room, two operators turn out the amount of pickled ware required. Huge Monel metal pickling baskets accommodate from six to eight liners at a time. The pickle dryer is a large-size brick construction, heated by Barber-type gas burners.

Two men are used for ground coat dipping. Their work is facilitated by two girls who "touch up" the boxes after they have been dipped. Finish coats are sprayed, using two sprayers for each booth.

Each of the three furnaces which are in operation in the Servel plant produce between fifty and fifty-five enameled liners per hour. Three helpers are used on each furnace. One man and one girl inspect and rim the boxes as they emerge from the continuous dryers, and load the carrying forks. The third helper operates the electric charging fork. Furnaces are 5'x 12' in size, oil-fired, and equipped with automatic recording pyrometers, electric door hoists and timing devices for timing heat-reclaimers, which utilize a large volume of heated air from waste flue gasses for the drivers.



E. C. Davis



F. P. Nehrbas



Above—Welding department



Above—Enameling Furnace



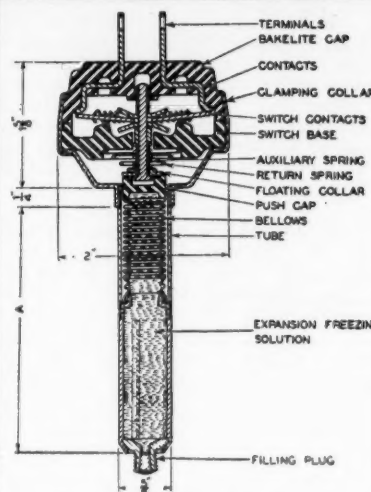
At left—Finished liners on conveyor

KERO TEST

**FORGED BRASS VALVES
for Mechanical Refrigeration**

Quality Shut-off and Cylinder valves in any standard designs or to your specifications.

KEROTEST MANUFACTURING CO.
2525 LIBERTY AVENUE
PITTSBURGH, PENNA.



Ranco Thermostat Controls

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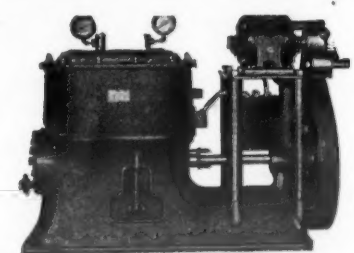
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Index of Names in Vol. II

An Alphabetic Listing of Names of Companies and Individuals Featured in the News

Note: In compiling an index of the twenty-six issues of Volume II, which includes those from September 14, 1927 (Serial No. 25) to August 29, 1928 (Serial No. 50), two main divisions were made:

Part 1.—Subjects of principal articles, editorials and illustrations. This appeared in the August 29 issue.

Part 2.—Companies and individuals who have been the subjects of news and feature articles and authors whose names have appeared over feature stories. This second listing appears in the columns below.

A

Abington & Rockland Lt. & Pr. Co. increases advertising. 5-23-28—p. 6.
Abbott, T. F., to sell Frigidaire. 2-29-28—p. 10.
Absopure (see General Necessities Corp.)
Absolute Contactor Co. to go on large scale production. 1-4-28—p. 8.
—new booklets of. 1-4-28—p. 32.
Aht, L. E., comment of. 4-11-28—p. 14.
Acker, E. H. (author). 9-14-28—p. 3.
Acme Refrigeration Corp., new booklet of. 8-1-28—p. 16.
Acorn Opalite Metal Specialties Co. offers coolers for restaurants. 2-15-28—p. 11.
—new booklet of. 4-11-28—p. 16; 8-15-28—p. 16.
Adams, H. A., comment of. 11-23-27—p. 16.
Akerman, R. A., electric refrigerator sales record of. 7-4-28—p. 16.
Alabama Power Co., refrigerator campaign of. 8-1-28—p. 5.
Aladdin Utilities Co. buys Absopure branch. 11-23-27—p. 1.
Alaska Refrigerator Co., new booklet of. 10-25-27—p. 10; 5-23-28—p. 24; 7-18-28—p. 16.
—cabinets have cork wall window. 4-11-28—p. 13.
Albatross Steel Equipment Co., new booklet of. 5-9-28—p. 16.
Alexander, H. W., comment of. 1-4-28—p. 16.
Alexander, W. D. (photo). 7-4-28—p. 6.
Allen Filter Co. designs based on long experience. 2-15-28—p. 12.
Alton Lt. & Pr. Co. to double refrigerator sales. 5-23-28—p. 20.
American Bottlers of Carbonated Beverages, meeting of. 11-23-27—p. 1.
American Chain Co. buys Wright Mfg. Co. 5-9-28—p. 16.
American Electric Co. participates in builders exhibit (photo). 6-6-28—p. 21.
American Engineering Co., new booklet of. 5-23-28—p. 24.
American Gas Association, convention of. 8-15-28—p. 1.
American Institute of Refrigeration views achievements in industry. 5-23-28—p. 10.
American Radiator Co., new booklet of. 10-12-27—p. 16; 11-23-27—p. 16.
—offers dual control device. 3-28-28—p. 22.
—opens new plant. 1-4-28—p. 13.
American Refrigerator Corp., new booklet of. 2-29-28—p. 16.
American Rolling Mills Co., Chapple, B., elected vice-president of. 2-29-28—p. 13.
—new booklet of. 6-20-28—p. 24.
American Society of Refrigerating Engineers, New York section meeting of. 9-28-27—p. 1.
—accepts new members. 11-9-27—p. 6.
—additions to program of annual meeting. 11-23-27—p. 1.
—Chicago and Milwaukee section, meetings of. 2-15-28—p. 15.
—committee of reports on ice cream cans. 2-15-28—p. 5.
—considers safety code at meetings. 7-4-28—p. 1.
—Detroit section, meeting of. 10-12-27—p. 1.
—Detroit section joins national body. 12-21-28—p. 1.
—Detroit section meeting set for April 19. 4-11-28—p. 2.
—Detroit section, meeting of. 4-25-28—p. 1.
—Detroit program June 4-7. 5-23-28—p. 1-3.
—Detroit section, meeting of. 8-1-28—p. 1.
—Detroit section plans 2-day frolic. 8-29-28—p. 2.
—directory of. 1-4-28—p. 29.
—favors regulation of multiple system. 7-4-28—p. 1.
—members in spotlight at western meeting of (photo). 6-6-28—p. 11; 7-18-28—p. 5.
—national safety code of. 7-18-28—p. 5.
—New York section, meeting of. 11-9-27—p. 1.
—New York section to meet in annual session. 11-9-27—p. 6.
—New York section, annual report of. 1-18-28—p. 5.
—New York section elects officers. 2-15-28—p. 3.
—New York, meeting of. 3-14-28—p. 1.
—New York section, meeting of. 4-11-28—p. 1.
—New York section, meeting of. 5-9-28—p. 9.
—New York section, meeting of. 6-20-28—p. 4.
—plans for western meeting of. 5-9-28—p. 1.
—registration, opening day of western meeting. 6-6-28—p. 5.
—secretary disturbed by publication of proposed safety code. 8-1-28—p. 8.
—western meeting opens. 6-6-28—p. 1.
—western meeting of. 6-20-28—p. 1.
—western meeting, banquet of (photo). 6-20-28—p. 1.
American Soda Fountain Co., meeting of (photo). 2-15-28—p. 13.
Anderson Show Case Mfg. Co. standardizes lines. 2-29-28—p. 11.
American Stove Co., model kitchen of (photo). 11-23-27—p. 2.
Anderson & Veatch display unit at food show. 2-29-28—p. 10.
Arcade Mfg. Co., new booklet of. 4-25-28—p. 16.
Arch Electric Co., plan for selling apartment units. 7-4-28—p. 2.
Arkwright, P. S. (photo). 7-4-28—p. 4.
Armstrong Cork & Insulating Co. salesmen see shipment of raw cork. 12-27-27—p. 7.
Armstrong Machinery Co., Inc., offers new line. 10-12-27—p. 8.
—adds automatic models. 1-18-28—p. 6.
—new booklet of. 5-9-28—p. 16.
—six self-contained ammonia machines of. 5-9-28—p. 12.
Arnold-Ervin Co., dealer meeting of. 6-20-28—p. 14.
Arnold, R., recovers from illness. 5-23-28—p. 2.
Arter, A. A., wins refrigerator sales contest. 2-1-28—p. 22.
Arthur, W. L., on sick list. 9-14-27—p. 8.
Associated Gas & Electric Co., refrigerator sales quota of. 2-29-28—p. 19.
—home service of. 5-23-28—p. 2.
—refrigerator sales for 1927. 3-28-28—p. 2.
—sets refrigerator sales quota. 7-18-28—p. 12.
Austin Hardware Co. attracts trade with drink fountain (photo). 12-27-27—p. 1.
Austin-Morris Co., Copeland dealer school of. 8-15-28—p. 9.
Autocycle Iccorator Corp., new booklet of. 5-23-28—p. 24.
Automatic Freezer Syndicate announces new unit.
Automatic Reclosing Circuit Breaker Co. places control on market. 11-9-27—p. 12.
—new booklet of. 12-27-27—p. 12.
Automatic Refrigeration Association, formation of. 4-11-28—p. 1.
—Detroit meeting is postponed. 6-20-28—p. 1.
—second meeting to be held in Detroit. 6-6-28—p. 1.
Automotive Electric Sales Co. takes on Iroquois line. 7-4-28—p. 2.

B

Bacon & Sons turns refrigerator stock. 10-12-27—p. 1.
Bailey Co., J. W., dealer meeting of (photo). 7-18-28—p. 1.
Bailey, L. O., comment of. 3-14-28—p. 5.
Baird Co. to make refrigerated trucks. 3-14-28—p. 2.
Baker, D. V., comment of. 1-28-28—p. 6.
Baker Ice Machine Co. establishes branch. 10-26-27—p. 9.
Baker, J. B., employs salesladies. 5-23-28—p. 19.
Baldor Electric Co., new booklet of. 12-21-27—p. 8.
Baldwin, C. A. (author). 11-9-27—p. 4.
Baltimore Copeland Refrigeration, Inc., display of (photo). 12-21-27—p. 7.
Bangor Hydro Co., publicity contest of. 7-18-28—p. 10.
—publicity contest, results of. 8-1-28—p. 1.
Banta Refrigerator Co. offers display cases. 2-29-28—p. 3.
—new booklets of. 2-29-28—p. 16.
Barger, E. L., named Copeland service manager. 11-9-27—p. 7.
—(author). 8-15-28—p. 9.
Barnes, G. O., named sales manager of Sacramento Frigidaire branch. 6-20-28—p. 20.
Barnes & Reetz, Inc., to sell electric refrigerators. 7-4-28—p. 16.
Barth, L. (author). 6-29-28—p. 6.
Bates, S. F., 7-4-28—p. 4.
Baxter Co., J. K., incorporated. 2-15-28—p. 15.
Beck & Corbitt, Billhimer joins staff of. 11-23-27—p. 4.
—demonstrate unit after sale. 12-27-27—p. 9.
Belding-Hall Electric Corp., receiver named for. 10-12-27—p. 1.
—announces apartment unit. 3-28-28—p. 21.
—distributors appointments of. 11-23-27—p. 11.
—new booklet of. 6-6-28—p. 26.
—purchased by C. J. Gibson. 8-15-28—p. 1.
—receiver sends letter to creditors. 10-26-27—p. 7.
Belsey Co., refrigerator show of. 7-18-28—p. 14.
Belshaw, C. F. (photo). 6-6-28—p. 11.
Benequet, D. N., maue manager of Erick Co. 2-1-28—p. 20.
Benjamin Electric Mfg. Co., new booklets of. 9-14-27—p. 16; 12-21-27—p. 8; 5-23-28—p. 24; 6-6-28—p. 26.
—appointments of. 3-28-28—p. 8.
—cabinets have many new features. 3-28-28—p. 21; 4-11-28—p. 13.
—changes in personnel and territories of. 7-18-28—p. 9.
—dealer announcements of. 7-18-28—p. 16.
—offers apartment model. 6-20-28—p. 23.
—offers cabinets of seamless construction. 1-4-28—p. 12.
—offers refrigerator dishes in colors. 6-6-28—p. 20.
—supplies dealers with window cards. 8-1-28—p. 3.
—to extend distribution. 1-4-28—p. 8.
Bennett, L. H., finds bungalow offers attractive display features. 8-1-28—p. 11.
Bennington, H. C., is star salesman of Toledo Edison (photo). 6-20-28—p. 6.
Berg Mfg. Co. adds distributor. 11-23-27—p. 1.
—gets larger order. 8-29-28—p. 2.
—moves. 8-1-28—p. 1.
—new booklets of. 11-23-27—p. 1.
Berghoff Properties, Inc., buys Wayne Home Equipment Co. 8-29-28—p. 1.
Biechler, E. G., goes to Europe. 10-12-27—p. 2.
—addresses dealer meeting. 4-11-28—p. 3.
—comment of. 2-1-28—p. 21.
—comments on industry. 11-23-27—p. 13.
—guest of London men. 12-21-27—p. 7.
—returns from Europe. 8-29-28—p. 11.
—sails for Europe. 7-18-28—p. 1.
Billhimer, A. M., joins Beck & Corbitt Co. 11-23-27—p. 4.
Bingham A. W., comment of. 12-27-27—p. 4.
Bishop Electric Shop reorganizes. 4-25-28—p. 10.
Bishop & Babcock, meeting of (photo). 3-14-28—p. 2.
—installs fountain in store (photo). 3-14-28—p. 12.
—offers refrigerated soda fountains. 3-28-28—p. 18.
Black, J., to build addition to store. 10-12-27—p. 8.
Blanchard, F. L., gives reasons for advertising. 5-23-28—p. 12.
Blood, H. E., comment of. 9-28-27—p. 4.
Bloom, C. W., made distribution manager for De Soto. 8-1-28—p. 12.
Bloom, G. E., appointed Benjamin sales director. 5-23-28—p. 22.
Bloom, S. C. (photo). 6-6-28—p. 11.
Bodkins, E. O. (photo). 6-20-28—p. 13.
Bogart Co., H. G., sells 60 electric refrigerators. 2-1-28—p. 17.
Bohn Refrigerator Co. offers new cabinets. 4-11-28—p. 13.
—N. E. L. A. convention exhibit of (photo). 6-6-28—p. 3A.
—new booklet of. 4-11-28—p. 16; 4-25-28—p. 16; 8-15-28—p. 16; 8-29-28—p. 16.
Bolton, J. N., star salesman of Toledo Edison (photo). 6-20-28—p. 6.
Boston Store of Milwaukee, refrigerator demonstration of. 2-1-28—p. 15.
—refrigerator selling methods of. 5-9-28—p. 11.
Boyes, O. F., to represent Kelvinator in California. 9-14-27—p. 8.
Bracken, J. H. (photo). 6-20-28—p. 1.
—tells of application of insulation to domestic refrigerators. 7-4-28—p. 13.
Bradley-Hurtz Co. offers color service. 1-4-28—p. 13.
Braid R. R., clipping service of. 5-9-28—p. 15.
Brandow, W. I., made wholesale manager of B. I. Cooper Sales Co. 6-20-28—p. 20.
Bratten Co., P. M., refrigerator sales of. 2-1-28—p. 18.
Brewer, E., named district manager for Electro-Kold. 5-23-28—p. 24.
Brewer, E. W., made Lamson sales promotion director. 6-6-28—p. 7.
Bright, B. (author). 8-15-28—p. 2.
Bright, G. B., heads A. S. R. E. 12-27-27—p. 1.
—(photo). 12-27-27—p. 2; 6-6-28—p. 11.
—to address Chicago and Milwaukee section meetings. 2-15-28—p. 15.
Brody Electric Co. appointed by G. E. 7-4-28—p. 10.
Brooklyn Edison Co., refrigerator show of (photo). 6-20-28—p. 11.
Brown, C. O. (photo). 7-4-28—p. 4.
Brown, D. A., comment of. 10-12-27—p. 8; 1-4-28—p. 16.
—awarded degree. 6-20-28—p. 1.
—honored at banquet. 1-18-28—p. 1.
—to entertain Adcraft club. 7-4-28—p. 15.
Brown Electric Co., display of (photo). 2-15-28—p. 1.
Brown, R. I., comment of. 1-4-28—p. 5.
—(photo). 1-4-28—p. 5.
Brunhouse, R. S., comment of. 9-28-27—p. 4.
Brunswick-Kroeschell machine in apartment. 5-9-28—p. 9.
—equips hospital (photo). 6-20-28—p. 12.
—new booklets of. 6-20-28—p. 24.

C

Bryant Electric Refrigeration Co. to start production. 5-23-28—p. 2.
Bullard, J. E. (author). 8-1-28—p. 7.
Bureau of Home Economic lists references. 8-15-28—p. 7.
Burlington-Kelvinator Co., display of (photo). 5-9-28—p. 14.
Burns, J. C. (author). 9-28-27—p. 7.
—G. E. dealer, meeting of (photo). 12-21-27—p. 3.
Burton, H. F., appointed manager of Rochester League. 3-28-28—p. 27.
Bywaters, J. K., comment of. 9-14-27—p. 8.
California Butchers Supply Co. offers trimmed display case. 3-28-28—p. 19.
Calvert Electric Refrigeration Co., new booklet of. 10-26-27—p. 10.
Campbell Refrigerator Co., new booklet of. 11-23-27—p. 16.
Cameo Refrigerating Corp. using thicker insulation. 1-4-28—p. 13.
—to extend territory. 1-4-28—p. 9.
Campbell-Shirk Co., change of name. 6-20-28—p. 4.
Carkin, I., wins G. E. contest. 2-29-28—p. 5.
Carolina Fr. & Lt. Co., Kelvinator sales of. 7-18-28—p. 1.
Carpenter, C. U., resigns from Absopure. 9-28-27—p. 2.
—dead. 2-1-28—p. 1.
Carpenter, W. A., to manage Allentown Kelvinator sales. 5-23-28—p. 24.
Carrier Eng. Corp., stock issue of. 12-27-27—p. 12.
—suggests sources of information on methyl chloride. 7-18-28—p. 16.
Carrier, W. H., comment of. 12-27-27—p. 1.
Cassidy, J. D. (author). 5-9-28—p. 14.
Cavender, J. M., joins Frigidaire. 11-23-27—p. 11.
Central Arizona Lt. & Pr. Co., essay contest of. 3-14-28—p. 12.
—gets results in essay contest. 6-6-28—p. 8.
Central Hudson Gas & Electric Co. salesmen's compensation increases load of. 9-14-27—p. 3.
—refrigerator quota of. 5-23-28—p. 8.
Central Illinois Public Service Co., refrigerator sales of. 7-4-28—p. 14.
Central Indiana Gas Co. window display of (photo). 7-18-28—p. 8.
Central Maine Power Co., contest of. 5-23-28—p. 14.
—offers bonuses to employees. 8-1-28—p. 12.
—opens store. 6-6-28—p. 25.
Central Power Co., refrigerator quota of. 5-23-28—p. 22.
Century Brass Works, Inc., offers five models for electric refrigeration. 2-15-28—p. 12.
Challenge Refrigerator Co. cabinets insulated with Cabot quilt. 4-11-28—p. 14.
—new booklet of. 4-11-28—p. 16.
Champion Electric Co., compressor and cooling units of. 3-28-28—p. 19.
Chapples, B., named vice-president of American Rolling Mills. 2-29-28—p. 13.
Cisco Home Utilities appoints new dealers. 3-28-28—p. 2.
Cities Service Co., refrigerator sales of. 8-15-28—p. 16.
Clements, W. E., comment of. 1-4-28—p. 4.
—(photo). 1-4-28—p. 4.
Cleveland Iceless Cooler Corp. offers two types of water coolers. 1-4-28—p. 8.
—new booklet of. 5-9-28—p. 16.
—unit designed for water cooling. 3-28-28—p. 2.
Climax Electric Refrigeration Co., Mallory named president of. 9-28-27—p. 1.
—machine on Mississippi River snag puller (photo). 5-9-28—p. 8.
—new booklet of. 11-9-27—p. 12; 11-23-27—p. 16.
—offers two types of compressors. 5-9-28—p. 12.
—to show complete line. 1-4-28—p. 12.
—unit of, unharmed by fire and water. 6-20-28—p. 18.
Coffey, J. E., joins Frigidaire. 2-1-28—p. 15.
Coffin, H. L. (author). 8-15-28—p. 13.
Cordak Corp., new booklet of. 5-23-28—p. 24.
Cordak, J. Danbury cap. 7-4-28—p. 15.
—held responsible for defective machine. 6-20-28—p. 13.
Cole, A. S., named G. E. dealer. 6-20-28—p. 6.
Cole, D. A., comment of. 9-14-27—p. 8.
Cole, Inc., Rex, decorated refrigerator of (photo). 9-1-27—p. 16.
—holds breakfast meetings. 3-28-28—p. 12; 8-29-28—p. 3.
—issues house organ. 8-1-28—p. 3.
—leases building. 2-1-28—p. 12.
—sales contest of. 5-23-28—p. 19.
—winter sales banquet of. 10-12-27—p. 1.
Colman, K. (author). 6-6-28—p. 8.
Collier, C. A. (photo). 1-4-28—p. 4; 7-4-28—p. 4.
—comment of. 2-29-28—p. 6; 3-14-28—p. 3.
—heads southeastern division of N. E. L. A. 5-9-28—p. 9.
Collins, A. R., comment of. 3-14-28—p. 4.
Collins, F. W. (photo). 7-4-28—p. 4.
Colony Electric & Power Co., banquet of. 5-23-28—p. 21.
—using demonstration truck. 7-4-28—p. 16.
Comfort Distributing Corp. opens branches. 10-26-27—p. 10.
Commercial Investment Trust Corp. to finance Servel sales. 5-9-28—p. 6.
Commonwealth Brass Co., Hazelaar, B., promoted by. 11-23-27—p. 16.
Commonwealth Edison Co. window display of (photo). 10-12-27—p. 3.
Connecticut Lt. & Pr. Co. sells 615 units. 5-23-28—p. 19.
—selling methods to be used in 1928 by. 6-6-28—p. 14.
—window display (photo). 6-20-28—p. 22.
Connell, C. F. J., dealer meeting of. 4-11-28—p. 9.
Consumer's Gas Co., float of. (photo). 8-15-28—p. 14.
Cook, F. H., star salesman of Toledo Edison Co. (photo). 6-20-28—p. 6.
Cooke Electric Refrigeration Co., new booklet of. 11-9-27—p. 12.
Cooke Seal Ring Co. concentrates selling territory. 1-4-28—p. 8.
Cooper, Jr., R., organization (photo). 11-23-27—p. 1.
—getting ready for winter sales. 11-23-27—p. 12.
Copeland Products, Inc., adds new all porcelain model. 8-29-28—p. 7.
—adds new compressor and zero tube cooling unit. 8-29-28—p. 11.
—adds new water cooler. 8-1-28—p. 16.
—advertising and selling program. 1-4-28—p. 8.
—advises dealers to subscribe to News. 2-29-28—p. 14.
—announces new water cooler. 12-27-27—p. 12.
—dealer and distributor appointments. 10-12-27—p. 8; 11-23-27—p. 6; 12-21-27—p. 6; 2-29-28—p. 9; 3-14-28—p. 15; 3-28-28—p. 27; 5-9-28—p. 14; 5-23-28—p. 10; 6-20-28—p. 20; 7-4-28—p. 2; 8-1-28—p. 12; 8-15-28—p. 16; 8-29-28—p. 16.
—export sales. 1-4-28—p. 21.
—factory running full time. 5-9-28—p. 9.
—financial report of. 7-18-28—p. 1; 6-20-28—p. 14; 8-1-28—p. 2.
—gets call from Hudson Bay. 5-23-28—p. 20.
—instruction card of. 5-9-28—p. 1.
—N. E. L. A. convention display (photo). 6-6-28—p. 2A.
—new booklet of. 4-25-28—p. 16.
—new model announced at banquet (photo). 10-12-27—p. 4.
—organizes subsidiary to handle silica gel unit. 5-23-28—p. 11.
—reports fall sales good. 11-9-27—p. 7.
—reports increase in May business. 6-6-28—p. 26.
—reports increase in sales outlets. 5-9-28—p. 15.
—sales and service schools. 4-11-28—p. 1.
—sales will exceed '27 figure. 12-27-27—p. 4.
—shinments for first quarter. 4-11-28—p. 2.
—shows 12 models at meeting. 2-15-28—p. 1.
—small models added to line in 1927. 1-4-28—p. 11.
—trin through plant of. 1-4-28—p. 14.
Copeland advertising cited as among the best. 8-1-28—p. 11.

D

—built-in-model (photo). 7-18-28—p. 11.
—dealer meeting at Dallas. 4-11-28—p. 6.
—dealer tops sales quota. 4-11-28—p. 15.
—display at Milwaukee exposition (photo). 11-23-27—p. 1.
—installs units in N. Y. apt. 4-25-28—p. 8.
—models are heavily insulated. 2-15-28—p. 12.
—multiple system installation (photo). 8-1-28—p. 1.
—refrigerator submerged 12 hours. 9-14-27—p. 1.
—sales in Texas. 2-29-28—p. 7.
—salesmen win trip. 7-4-28—p. 5.
—salesmen's autos advertise refrigeration. 1-18-28—p. 4.
—silica gel display at Atlantic City (photo). 7-4-28—p. 12.
—silica gel process to be marketed. 2-15-28—p. 3.
—silica gel units explained. 4-25-28—p. 1.
—two "R" units cool milk from 140 to 40 in Clawson dairy (photo). 8-29-28—p. 16.
—unit used in movie on milk refrigeration. 8-15-28—p. 6.
—units in New York apts. (photo). 11-23-27—p. 13.
—units in Celina apts. 1-18-28—p. 4.
—visitor says 30 ft. model is too small. 7-4-28—p. 15.
—water coolers for club. 6-20-28—p. 20.
Copeland Refrigeration Co., electric refrigerator submerged 12 hours. 9-14-27—p. 1.
Corcoran, J. A., appointed Kelvinator advertising and sales promotion manager. 8-29-28—p. 7.
Cork Import Corp., new booklets of. 9-28-27—p. 8; 11-9-27—p. 12; 6-6-28—p. 26.
—insulation methods of. 4-11-28—p. 11.
Cornell, Mrs. K. G., gives radio talks. 4-11-28—p. 16.
Corte-Corine presents Icelect unit. 7-4-28—p. 2.
Cox & Blackman, expect banner year. 2-1-28—p. 15.
Cox & Blackman, Inc., publicity test of. 2-1-28—p. 15.
Crampton, B. R., comment of. 1-18-28—p. 6.
Crawford & Miller Co. appointed G. E. dealer. 3-28-28—p. 5.
Crosley Radio Corp. making refrigerating device. 9-28-27—p. 11.
Crystal Refrigerator Co. offers candy display case. 2-29-28—p. 11.
—equips refrigerators with new door gasket. 3-28-28—p. 21.
—new booklets of. 2-29-28—p. 16.
Culton, J. W., buys partnership in Frigidaire agency. 6-20-28—p. 20.
Curley Motor & Electric Service appointed G. E. dealer. 10-12-27—p. 1.
Curtis, V. B., named Frigidaire branch manager. 7-18-28—p. 12.
Daggett, J. H., answers Frigidaire complaint. 5-23-28—p. 12.
Dahl, A., opens store. 9-28-27—p. 1.
—comment of. 5-9-28—p. 14.
—window display of (photo). 6-20-28—p. 9.
Dakota Power Co. using central station selling plan. 5-23-28—p. 8.
Dalrymple-Kelvinator Co., display of (photo). 3-14-28—p. 8.
—multiple installation by (photo). 8-1-28—p. 16.
—window display of (photo). 7-4-28—p. 8.
—window display of (photo). 8-15-28—p. 10.
Danbury & Bethel Gas Co., refrigerator sales of. 10-26-27—p. 10.
Daniels, J. Fisher, selling electric refrigerators. 12-27-27—p. 1.
Daughterly Supply Co., window display of (photo). 5-23-28—p. 18.
Davidson Bros., Inc., model home of. 6-6-28—p. 16.
Davidson, J. E., comment of. 3-14-28—p. 5.
—says industry must fight for share of consumers' dollar. 6-20-28—p. 2.
Dawley, E. A., joins utility company. 10-26-27—p. 9.
Day-Fan Electric Co. offers electric refrigerator motors. 3-28-28—p. 22.
Dean, C. A., appointed merchandising manager for central station. 2-15-28—p. 12.
Deer Co. A. J., producing commercial unit. 5-9-28—p. 9.
Derge, J. F., comment of. 1-4-28—p. 5.
Detroit Builders Show features colored models. 3-14-28—p. 8.
Detroit Edison Co., farm activities of (photo). 10-23-27—p. 7.
—selling electric service to farmer. 11-23-27—p. 7.
Detroit Food Show endorses refrigeration. 11-23-27—p. 1.
Detroit Free Press builds supplements from columns of News. 4-11-28—p. 8.
Devraux, J. W., comment of. 3-14-28—p. 3.
Devon Mfg. Co. new booklet of. 5-9-28—p. 16.
Dieting, H. F., goes to Europe. 1-18-28—p. 1.
Dingwell, J., makes sale a day in April. 6-6-28—p. 25.
Doherty & Co., H. L., refrigerator sales for 1927. 2-29-28—p. 1.
Dole Refrigerating Machine Co., new booklets of. 9-28-27—p. 8; 5-9-28—p. 16.
—ammonia machine of (photo). 5-9-28—p. 12.
—presents small ammonia unit. 8-29-28—p. 12.
Domestic Electric Co., outing of. 11-23-27—p. 5.
—gets larger territory. 2-29-28—p. 10.
Domestic Electric Refrigeration Corp. puts Alhison machine on 35 daily basis. 11-9-27—p. 2.
—appoints advertising agency. 11-9-27—p. 9.
—dealer appointments. 5-9-28—p. 15; 5-23-28—p. 23; 6-20-28—p. 18; 7-4-28—p. 2.
—machine is hermetically sealed. 3-28-28—p. 19.
—new booklets of. 11-9-27—p. 12.
Donovan, J. J., transferred by G. E. 4-11-28—p. 6.
—comment of. 4-11-28—p. 6.
Douglas Fir Plywood Institute formed. 8-15-28—p. 7.
Douglass, R. M., appointed Kelvinator advertising director. 2-15-28—p. 1.
Douglass & Henderson named G. E. dealer. 5-9-28—p. 16.
Dow, Alex., welcomes Jobbers Association delegates. 11-23-27—p. 1.
—heads society of mechanical engineers. 12-27-27—p. 7.
—to address A. S. R. E. gatherings. 2-15-28—p. 15.
Downey, H. L., installs Copelands (photo). 4-25-28—p. 8.
Downing, M. G., display cases have glass of varying thickness. 2-29-28—p. 14.
Drake, C. P., comment of. 9-28-27—p. 4.
Drayer & Hanson, cabinet line of. 3-14-28—p. 14.
Dry Ice Corp. buys site. 2-1-28—p. 18.
—erecting new plant. 4-11-28—p. 1.
—new booklets of. 2-15-28—p. 16; 5-23-28—p. 24.
Dry-Kold Refrigerator Co. has new display case. 3-28-28—p. 18.
—new booklets of. 8-29-28—p. 16.
Dry-Zero Corp., new booklets of. 11-23-27—p. 16; 12-27-27—p. 12; 3-28-28—p. 32; 7-4-28—p. 16.
—insulation to aid Byrd expedition (photo). 8-29-28—p. 3.
Ducente, C. H. (author). 5-23-28—p. 17.
Dudley, W., named Frigidaire supervisor in Missouri. 2-29-28—p. 10.
Duffy, A. J., comment of. 11-9-27—p. 9.
Dunbar, C. V., sells machine through town to navy bet. 6-6-28—p. 8.
—(photo). 7-4-28—p. 4.
Dunham, C., heads Universal Cooler. 11-9-27—p. 1.
Dunlevy, L., leaves Climax. 2-29-28—p. 16.
Dunn, C. L., comment of. 3-14-28—p. 5.
Dunning, Inc., dealer meeting of. 4-11-28—p. 1.
—opens new showroom. 6-6-28—p. 26.
—installs G. E. unit in summer White House (photo). 8-15-28—p. 4.
Duquesne Light Co., traveling display makes sales for. 9-28-27—p. 6.
Eakin, J. M., comment of. 3-14-28—p. 5.
Eastern Sales Co., new booklets of. 3-14-28—p. 16.

Eastern Service Co., dealer banquet of. 2-1-28—p. 19.
Eastman Kodak Co. has temperature made to order. 4-11-28—p. 15.
East St. Louis Lt. & Pr. Co., illuminated sign of (photo). 6-20-28—p. 18.
East Texas Electric Co. sells units through cooking school demonstration. 5-23-28—p

INDEX OF NAMES IN VOL. II (CONTINUED)

See explanatory note at top of page 13

—changes in sales organization of. 3-14-28—
p. 1.
—Dallas branch opened by. 2-15-28—p. 15.
—dealers hold first showing for new models.
8-29-28—p. 1.
—Delco and Frigidaire now separate units.
1-4-28—p. 32.
—Detroiters visit plant of. 3-28-28—p. 2.
—drops 4 claims in patent suit. 8-15-28—p. 1.
—dealer and distributor appointments. 10-12-27—
p. 3; 2-29-28—p. 10; 3-14-28—p. 12;
3-28-28—p. 3; 8-15-28—p. 12.
—dealer and distributor meetings Asheville.
5-23-28—p. 20; Atlanta, 12-21-27—p. 6;
Battle Creek, 4-11-28—p. 3; Columbia, 11-
23-27—p. 4; 8-29-28—p. 16; Dayton, 6-20-28—
p. 17; Evansville, 8-29-28—p. 4; Fort
Dodge, 1-4-28—p. 16; Galveston, 8-29-28—
p. 4; Marshall, Tex., 6-20-28—p. 18; Minne-
apolis, 8-29-28—p. 13; Salt Lake City,
8-29-28—p. 13; San Antonio, 8-29-28—p. 3;
Shreveport, 8-15-28—p. 7; Sioux Falls, 11-
23-27—p. 4; Spokane, 8-29-28—p. 3;
Wilkes-Barre, 6-6-28—p. 19.
—engineers meeting at Dayton. 8-15-28—p. 14.
—financial report of. 8-1-28—p. 12.
—food show of Dayton branch. 5-23-28—p. 20.
—food preservation exhibit of. 7-4-28—p. 14;
8-1-28—p. 5.
—forms new company to take over sales branches.
8-15-28—p. 2.
—installs 197 units in apt. 1-18-27—p. 8.
—meeting of office heads at Dayton. 9-14-27—
p. 1.
—N. E. L. A. convention displays of (photo).
6-6-28—p. 3A.
—new booklets of. 12-7-27—p. 12.
—opens acceptance office in New York. 5-23-28—
p. 16.
—opens Atlanta office. 7-18-28—p. 5.
—opens district office. 12-7-27—p. 6.
—patent suit against Absorption postponed.
7-18-28—p. 5.
—personnel association visits plant of. 4-25-28—
p. 10.
—presents 1929 model (photo). 8-29-28—p. 1.
—regional meetings of. 2-1-28—p. 1; 2-15-28—
p. 1; 2-29-28—p. 11.
—sales outlook good for Europe. 11-23-27—
p. 6.
—sales school. 6-6-28—p. 18.
—Seattle headquarters opened by. 2-15-28—
p. 13.
—sells 2,000 water coolers in Philadelphia.
11-9-27—p. 7.
—service men, meeting of. 4-11-28—p. 7.
—sets sales goal for 3 months. 2-15-28—p. 1.
—students visit plant of. 5-23-28—p. 2.
—Frigidaire advertisement reveals cost of refrigeration.
10-26-27—p. 1.
—coolers used at Democratic convention. 7-18-28—
p. 12.
—dealer installs unit on U. S. S. Kankakee.
7-4-28—p. 15.
—men to visit European branches. 8-29-28—
p. 7.
—salesman gets unusual bonus. 10-12-27—p. 4.
—unit featured at cooking school. 5-23-28—
p. 22.
—units introduced in Brazil. 11-23-27—p. 13.
—units on coast guard cutters. 6-20-28—p. 18.
—unit on exploration ship. 2-29-28—p. 10.
—water coolers used by Indiana mining firm.
8-15-28—p. 2.
Frountfetter, E. M. endorses salesman's com-
plaint against G. E. 6-6-28—p. 12.
Frozone Corp. organized. 3-14-28—p. 1.
—announces models. 3-28-28—p. 18.
—moves offices. 5-23-28—p. 11.
Fry, E. E. Frigidaire dealer meeting of. 6-20-28—
p. 18.
Ft. Smith Light & Traction to sell G. E. and
Kelvinator. 5-23-28—p. 14.
Fort Smith Radio Co., exhibit of (photo). 7-4-28—
p. 14.
Fuller, J. G. buys Berg Co. 12-7-28—p. 7.

G

G. & J. Sales Co., window display of (photo).
7-20-28—p. 1.
Galloway, R. F., made assistant to Frigidaire
president. 9-14-27—p. 8.
Gardner-White Co., Christmas display of (photo).
12-21-27—p. 1.
Garrison, S. to sell Zerozone. 2-29-28—p. 2.
Geer Refrigerating Co. appointed Frigidaire
dealer. 3-28-28—p. 5.
General Appliance Co. \$500,000 merger of.
8-29-28—p. 1.
General Electric Co. awards cabinet contract to
Seeger. 9-28-27—p. 1.
—building new plant. 8-15-28—p. 12.
—business shows increase for second quarter.
7-18-28—p. 15.
—buys \$5,000,000 of cabinets in St. Paul.
4-11-28—p. 15.
—Camp Refrigeration of. 9-14-27—p. 1.
—central stations to sell unit of. 5-23-28—p. 10-14.
—dealer and distributor appointments. 2-29-28—
p. 13; 3-14-28—p. 13; 3-28-28—p. 5;
4-11-28—p. 16; 4-25-28—p. 16; 5-9-28—p. 17;
14-16—p. 18; 6-6-28—p. 19-23;
6-20-28—p. 6; 14-16-22; 7-4-28—p. 10-14;
7-18-28—p. 4.
—dealer and distributor meetings Baltimore
(photo). 1-4-28—p. 15; Billings, 4-11-28—
p. 9; Boston, 11-23-27—p. 11; 4-11-28—p. 1;
Dallas, 2-1-28—p. 20; 5-23-28—p. 20; Dav-
enport, 7-4-28—p. 16; Detroit, 4-11-28—p. 3;
Indianapolis, 6-6-28—p. 23; Lowell,
2-1-28—p. 19; Minneapolis (photo), 2-29-28—
p. 4; New York, 3-28-28—p. 12; 8-29-28—
p. 3; Orlando, 7-4-28—p. 2; Rochester,
2-15-28—p. 2; St. Petersburg (photo),
2-1-28—p. 22; Toledo, 3-28-28—p. 4; Tulsa,
8-15-28—p. 7.
—develops protective cream for workmen.
6-6-28—p. 14.
—direct mail campaign outlined—6-6-28—p. 18.
—elects two vice-presidents. 7-18-28—p. 9.
—executives fly to Atlanta. 7-18-28—p. 6.
—finance co. taken over by Industrial Acceptance
Corp. 7-18-28—p. 4.
—gives Jewett large cabinet order. 7-4-28—p. 2.
—holds festival for employees. 10-26-27—p. 9.
—makes awards in prize contest. 2-29-28—p. 5.
—N. E. L. A. convention exhibit of (photo).
6-6-28—p. 4.
—new booklet of. 10-12-27—p. 16; 12-21-27—
p. 8; 4-11-28—p. 16; 6-20-28—p. 24.
—offers jumbo sales presentation book. 8-15-28—
p. 9.
—offers recipe book. 2-1-28—p. 10.
—recommends use of wax wrapping paper.
8-1-28—p. 16.
—retail sales managers' meeting of. 6-6-28—p. 17.
—training school of. 2-29-28—p. 8.
—to push sedan model. 7-18-28—p. 16.
—wholesale men meeting of. 6-20-28—p. 23;
7-18-28—p. 11.
General Electric dealers visit factory. 2-1-28—
p. 16.
—dealer illustrates the hot and cold idea (photo).
8-15-28—p. 15.
—Albany distributor opens branch. 5-23-28—
p. 6.
—distributor in Indiana given more territory. 8-
15-28—p. 12.
Distributor offers prize in essay contest. 3-14-28—
p. 12.
—distributor to open branches in New York.
10-26-27—p. 10.
—distributor in Missouri appoints dealer. 5-23-28—
p. 20.
—distributors to hold camp. 7-18-28—p. 2.
—girls' basketball team (photo). 3-28-28—p. 24.
—refrigerator on liner. 6-20-28—p. 14.
—salesmen after Rex Cole prizes. 5-23-28—p. 19.
—salesman answers Frigidaire complaint. 5-23-28—
p. 12.
—salesmen show how they are pushing units in
Dallas (photo). 6-20-28—p. 23.
—salesmen visit plant. 4-11-28—p. 6.

—unit and new Ford shown together (photo).
12-21-27—p. 8.
—units used at Democratic convention (photo).
7-4-28—p. 10A.
—unit on houseboat. 8-1-28—p. 7.
—unit installed in summer white house (photo).
8-15-28—p. 4.
—units keep Democrats cool at Houston. 6-20-28—
p. 11.
General Motors buys site. 12-21-27—p. 2.
General Necessities Corp.
—announces baby grand model. 3-28-27—p. 21.
—Chicago branch sold. 11-23-27—p. 1, (photo)
p. 3.
—commercial unit. 8-29-28—p. 12.
—eight remote cabinets in line of. 3-14-28—
p. 14.
—Frigidaire drops four claims in patent suit
against. 8-15-28—p. 1.
—lines in full production. 1-4-28—p. 13.
—new electric sign of (photo). 9-28-27—p. 1.
—offers units in four sizes. 2-15-28—p. 13.
—patent suit postponed. 7-18-28—p. 5.
—sells 1,000 cabinets to Ice Cream Co. 10-12-27—
p. 3.
General Refrigeration Co. names advertising
agency. 10-26-27—p. 3.
—announces unit with 10 h. p. motor. 3-28-28—
p. 19.
—installations in hospital and ice cream plant
(photo). 8-29-28—p. 12.
—line permits installation of exact size of ma-
chine needed. 8-29-28—p. 12.
George R. (author). 6-20-28—p. 18; 8-15-28—
p. 15.
Georgia Power Co. sets prizes and quota for
drive. 9-14-27—p. 1.
—16 day campaign successful. 9-28-27—p. 1.
—adds G. E. unit. 11-9-27—p. 6.
—campaign final report of. 7-18-28—p. 6.
—campaign details planned in advance. 7-18-
28—p. 6.
—celebrates record breaking campaign. 7-18-28—
p. 1.
—establishes new record for G. E. sales. 7-4-
28—p. 1.
—G. E. executives fly to celebration of. 7-18-28—
p. 6.
—G. E. campaign running ahead of quota. 6-
20-28—p. 1.
—leaders inspire salesmen to go over the top
in big drive (photos). 7-4-28—p. 4.
—neglected kitchen week, report of. 3-28-28—
p. 11.
—report of campaign. 7-4-28—p. 4.
—sets goal for spring G. E. drive. 5-9-28—p. 1.
—sponsors neglected kitchen week. 2-29-28—
p. 1.
—strikes for \$500,000 goal. 5-23-28—p. 7.
—teaching the way of better living. 7-18-28—
p. 1.
—welcomes Zimmerman, P. B. from Cleveland
(photo). 7-18-28—p. 1.
Gerstenberger, Inc. changes name. 11-23-27—
p. 16.
Gibson, C. J. buys Belding-Hall factory. 8-15-
28—p. 1.
Gibson Refrigerator Co. to have new cabinet
line for electric refrigeration. 4-11-28—p. 14.
—new booklet of. 6-6-28—p. 26.
Gilbert, C. W. closes a tough sale. 10-26-27—
p. 5.
Gilman, F. L. wins Frigidaire check. 12-7-27—
p. 12.
Gimbel Bros. uses two cooling systems in store.
11-23-27—p. 11.
Girdler, J. (author). 12-21-27—p. 6; 1-18-28—
p. 2; 6-20-28—p. 11.
Glasgow & Stewart Co. revolving outdoor dis-
play of (photo). 6-20-28—p. 10.
Gloekler Co. Bernard, Rodgers, J. B. resigns
from. 12-21-27—p. 8.
—display case has single glass. 2-29-28—p. 11;
3-28-28—p. 21.
Goldman, J. proposes national installment con-
ference. 2-29-28—p. 6.
Gold Medal Creamery, electric refrigeration pays
direct returns to. 8-15-28—p. 14.
Good House Keeping Institute subjects refrig-
erators to test. 2-1-28—p. 24.
Goss, A. H., comment of. 2-15-28—p. 15.
—objects to ice cartoon in News. 5-23-28—p. 12.
—resigns from Kelvinator. 8-1-28—p. 1.
Gourley, J. P. (author) 8-15-28—p. 11.
Gramling Electric Refrigeration, Inc., formed.
6-20-28—p. 14.
Grand Rapids Brass Co. closes best year in
company's history. 2-1-28—p. 12.
—samples facilitate hardware selection. (photo)
4-11-28—p. 15.
Grand Rapids Refrigerator Co. patent claims
held invalid. 8-15-28—p. 6.
Graves, S. B. heads Evansville Copeland Sales.
5-23-28—p. 16.
Gray, F. W. (author) 1-4-28—p. 16; 6-20-28—
p. 17; 7-4-28—p. 11; 7-20-28—p. 14; 8-
1-28—p. 11.
Gray Co., W. F. uses phone girls in display.
5-23-28—p. 20.
Gray, Inc., W. F. takes new quarters. 4-25-28—
p. 10.
Gregory, F. H., comment of. 3-14-28—p. 2.
Greenwood, C. E., comment of. 1-4-28—p. 5.
—(photo). 1-4-28—p. 4.
—appointed N. E. L. A. commercial director.
3-28-28—p. 27.
—discusses relation of central station to in-
dependent dealer. 8-29-28—p. 8.
—outlines marketing problems of central sta-
tions. 6-20-28—p. 1.
Grothe, John J., refrigerated truck makes shop-
ping easy. (photo) 12-7-27—p. 11.
Gruendler Mfg. Co. new booklet of. 3-28-28—p. 32;
6-20-28—p. 24.
Grupe, W. (author) 10-12-27—p. 4.
Gulf Power Co. cleans out old models. 5-9-28—
p. 8.
—G. E. sales of. 7-18-28—p. 12; 8-15-28—p. 15.
—plans G. E. campaign. 5-23-28—p. 3.
—opens G. E. campaign in Florida. 6-6-28—
p. 25.
Gulf States Utilities Co., cooking school of. 5-
23-28—p. 19.
Gunite Corp. new booklet of. 8-1-28—p. 16.
Guy, W. D. named refrigeration director of
Association Gas & Electric Co. 3-28-28—
p. 6.

H

Hall, H. D. wins Westinghouse contest. 7-4-28—
p. 15.
Hall Refrigerator Co. to make cabinets. 9-28-
27—p. 1.
Hallowell, T. P. transferred by Kelvinator. 2-15-
28—p. 15.
Hamilton, H. G. (photo). 7-4-28—p. 4.
Hampson, A. C. talks to builders. 9-14-27—
p. 7.
Hansen, A. E. tells how to write editorial copy.
3-28-28—p. 16.
Hansen-Kaun Hardware Co. appointed G. E.
dealer. 3-14-28—p. 13.
Harder Corp. new booklet of. 3-28-28—p. 32.
—uses both corkboard and celotex insulation.
4-11-28—p. 13.
Harrington, T. R. wins order from mutes. 8-
1-28—p. 12.
Harris, R. W. (photo). 7-4-28—p. 4.
Harrisburg-Copeland installation of. 6-20-28—p. 22.
Harrison, H. (photo). 6-6-28—p. 11.
Harrison & Co., P. H., big campaign of. 8-29-
28—p. 1.
Harrison & Barrow opens new showrooms. 4-
25-28—p. 12.
Hartford Electric Light Co., 1928 refrigerator
quota of. 6-6-28—p. 8.
Haskelite Mfg. Co., applies war research to
cabinets. 12-7-27—p. 10.
—Lindbergh carries letters of. 5-9-28—p. 5.
—monolithic cork process of. 1-4-28—p. 13.
—moves. 4-25-28—p. 6.
—new booklet of. 5-23-28—p. 24.
—tests refrigerator doors. 4-11-28—p. 12.
Hatch, R. D., to market refrigerated truck bodies.
2-1-28—p. 16.
Haven Manufacturing Co. formed. 1-18-28—p. 3.
—milk cooler unit design makes servicing easy.
5-9-28—p. 12.
—unusual features in compressor made by. 3-14-
28—p. 2.
Haviland, J. D., made vice president of Iceless
cooler Corp. 12-21-27—p. 1.
Hayes, H. C., says Perkins invented first ma-
chine. 5-9-28—p. 8.
Heath, H. L., comment of. 9-14-28—p. 7.
Heibel, W. E., joins G. E. 11-23-27—p. 3.

Heideman, F. J. offers expansion valve. 3-28-
28—p. 23.
Heil Co., new booklet of. 11-9-27—p. 12.
Heilmann, R. H. (photo). 6-6-28—p. 11.
Heinson Electric Refrigeration Co., opens. 6-
20-28—p. 10.
Hendon, H. L. (photo). 7-4-28—p. 4.
Hendrickson, J. E. joins Refrigeration Service
Co. 8-15-28—p. 1.
Hendy, R. H., comment of. 2-15-28—p. 8.
Henry, D. B. joins Copeland. 5-9-28—p. 10.
—new booklet of. 9-14-27—p. 16; 11-9-27—
p. 12.
Herrick Refrigerator & Cold Storage Co. im-
proves construction and adds to cabinet line.
1-4-28—p. 12.
—cabinets in tea room (photo). 2-1-28—p. 18.
—has line of domestic and commercial cabinets.
3-28-28—p. 21.
—new booklets of. 1-4-28—p. 32; 2-15-28—p. 16;
3-14-28—p. 16; 6-20-28—p. 24.
Herter, C. H., says economies are lost by failure
to consult experienced engineers. 8-15-28—
p. 8.
Hicks, D. E., comment of. 5-9-28—p. 12.
Hilger, W. C., letter of. 8-29-28—p. 16.
Hill & Co., C. V., maintains service corps. in
east. 2-29-28—p. 3.
Hines Co., dealer meeting of (photo). 1-4-28—
p. 15.
Hitch, L. I., comment of. 9-14-27—p. 8.
Hite, R. H., made sales manager for Zerozone.
8-29-28—p. 1.
Hodenpity Hardy & Co., merger of. 5-23-28—
p. 3.
Hodkins Engineering Co., new booklet of. 4-25-
28—p. 16.
Hogue, O. R., comment of. 3-28-28—p. 6.
Holcomb & Hoke Mfg., bunkerless display case of.
2-29-28—p. 12.
Holley Electric Co. in new home. 11-23-27—
p. 13.
Holman, L. H., comment of. 10-12-27—p. 6.
Holmes Products, Inc., to make refrigerators.
6-20-28—p. 14.
—introduces new machine. 8-29-28—p. 7.
Home Light Co. to sell refrigerators. 6-20-28—
p. 20.
Home Light & Power Co. opens display room.
8-1-28—p. 16.
Hoosier Public Utility Co. expects refrigerator
sales increase. 5-23-28—p. 14.
Hoover, Herbert, stresses importance of electri-
cal aids in acceptance speech. 8-15-28—p. 1.
Horne, A. (author). 10-26-27—p. 1.
Horne, G. A. (photo). 6-6-28—p. 11.
Hove Ice Machine Co. announces 1/4 unit. 5-9-
28—p. 12.
—new booklet of. 5-9-28—p. 16.
Hughes, R. M., transferred by Frigidaire. 3-28-
28—p. 26.
Hull, C. C., comment of. 9-28-27—p. 4.
Hull, H. E., joins Hires Co. 8-15-28—p. 4.
Huntington & Quarry, Inc., dealer meeting of.
3-14-28—p. 5.
Hurlbut Supply Co. appoints dealer for G. E.
5-23-28—p. 22.
—appoints dealers. 6-20-28—p. 16.
—recommends News to new dealers. 5-23-28—
p. 18.
Hurt & Burmeister adds 5 ft. cabinet. 3-28-28—
p. 18.
Hurtz, F. J. (author). 4-11-28—p. 12.
Hussman Refrigerator Co. buys Keystone Screw
Co. 2-1-28—p. 1.
—cooler in El Paso market (photo). 5-9-28—
p. 10.
Hvid Ice Machine Corp. to produce Snow Queen.
12-7-27—p. 12.
—units in production. 4-11-28—p. 7.

I

Icelect Corp. presents new units. 7-4-28—p. 2.
—new booklet of. 7-4-28—p. 16.
Iceless Cooler Corp., new booklet of. 11-9-27—
p. 12; 5-23-28—p. 24.
—Plymet construction being used by. 12-21-27—
p. 3.
Illinois Pr. & Lt. Corp. installs Kelvinator at
airport. 7-4-28—p. 16.
—refrigerator sales of. 7-18-28—p. 4.
Illinois Refrigerator Co., new booklet of. 3-14-
28—p. 16; 7-4-28—p. 16.
Indianapolis Pr. & Lt. Co., window display
(photo). 8-1-28—p. 7.
Industrial Acceptance Corp. takes over G. E.
financing. 7-18-28—p. 4.
International Nickel Co., new booklet of. 1-26-
28—p. 27.
—advertising plan book of. 2-29-28—p. 16.
—monel metal in Hotel Savoy Plaza. 2-15-28—
p. 13.
—N. E. L. A. convention, exhibit of (photo).
6-6-28—p. 2.
International Refrigeration Congress to be held
April 9. 1-18-28—p. 1.
—meeting of. 5-23-28—p. 16.
Iowa-Nebraska Light & Power Co. adds G. E.
line. 2-29-28—p. 13.
—to co-operate with dealers. 5-23-28—p. 6.
Iron Mountain Co., new booklet of. 12-7-27—
p. 12; 6-20-28—p. 24.
—appoints dealer. 5-23-28—p. 22.
—appoints dealer. 5-9-28—p. 6; 5-23-28—p. 16.
—branch moves. 3-28-28—p. 23.
—dealer meeting at Quincy. 5-23-28—p. 22.
—dealer school at Sioux Falls. 4-11-28—p. 1.
—N. E. L. A. convention, exhibit of (photo).
6-6-28—p. 6.
—offers set of window cards. 10-26-27—p. 2.
—radio program. 1-18-28—p. 4.
Iroquois Electric Refrigeration Co.
—appoints dealers. 6-20-28—p. 20; 7-18-28—p. 12.
—Werrell, W. E., named as sales manager of.
6-20-28—p. 14.
Iroquois Co., San Antonio, offers 24 hour serv-
ice. 10-26-27—p. 4.
Isko Co., being reorganized. 9-14-27—p. 1.
Israel, A., gives his views on knocking competi-
tors. 4-25-28—p. 8.

J

Jack Frost Ice Machine Co., new booklets of.
9-14-27—p. 16.
Jackson, E. J., joins Rickard & Co. 11-9-27—
p. 8.
Jackson, O. M. (photo). 7-4-28—p. 4.
Jackson, P. C. named Copeland sales manager.
11-23-27—p. 11.
Jacksonville Electrical Refrigeration Co. formed.
12-21-27—p. 2.
Jacobs, H., sells mutes. 8-29-28—p. 2.
Jacobs, V. R. (photo). 6-6-28—p. 11.
Jaeger, A. (photo). 1-4-28—p. 4.
Jarow Products Co. to make gaskets. 1-4-28—
p. 21.
Jeffries, A. B., joins Frigidaire distributor.
4-11-28—p. 15.
Jernberg, C. E., heads Zerozone. 2-15-28—p. 1.
Jersey Ice Cream Co. trucks ice cream to Florida.
9-28-27—p. 3.
Jewett Refrigerator Co. equipment in Shrine
Hospital. 10-12-27—p. 16.
—gets large order from G. E. 7-4-28—p. 2.
—new booklets of. 11-9-27—p. 12.
—sales methods of. 4-11-28—p. 16.
Johnson, A., enters electric refrigeration business.
3-28-28—p. 24.
Johnson Equipment Co., dealer meeting of. 5-23-
28—p. 22.
Johnson, G. M. (author). 9-28-27—p. 1; 4-11-28—
p. 2.
Johnson, P. M., joins Kelvinator. 2-1-28—p. 15.
Johnston electric refrigeration exhibit. 5-9-28—
p. 13.
Jones, E. Y., heads southern company. 10-12-27—
p. 4.
Jones, M. T. (author). 7-4-28—p. 12.
Jones, S. M., dies. 2-1-28—p. 20.
Jordan, W., predicts good business for coming
year. 11-23-27—p. 12.
Jordan Marsh Co., food preservation exhibit of.
7-4-28—p. 14.

—appoints new dealer. 4-11-28—p. 16.
—Atlanta office in larger quarters. 10-26-27—
p. 3.
—central station to sell unit of. 5-23-28—p. 14.
—Chicago dealer meeting of. 4-25-28—p. 10.
—electric refrigeration for the soda fountain by.
3-14-28—p. 11.
—engineers inspect plant of. 6-6-28—p. 4.
—features "Gold Nugget" model. 3-14-28—
p. 14.
—financial report of. 9-14-27—p. 1; 4-25-28—
p. 1; 8-1-28—p. 2.
—increases dealer's territory. 4-11-28—p. 9.
—increases distributor's territory. 5-23-28—p. 20.
—National Standard Co. may purchase carrier
division of. 11-9-27—p. 7.
—N. E. L. A. convention exhibit of (photo).
6-6-28—p. 2A.
—new booklets of. 12-7-27—p. 12; 3-14-28—
p. 16; 6-20-28—p. 24.
—New York convention of. 4-25-28—p. 2.
—Omaha, dealer convention of. 4-25-28—p. 10.
—recommends 1,000 units a day. 6-6-28—p. 20.
—promotes use of electrical advertising panel
(photo). 8-15-28—p. 4.
—regional convention of (photo). 4-11-28—p. 4.
—sales program for 1928. 12-7-27—p. 1.
—simplifies problem of estimating commercial
application. 8-1-28—p. 3.
—stock exchange symbol of. 4-11-28—p. 16.
—branch moves. 2-1-28—p. 12.
Kelvinator 1928 line features colors. 10-26-27—
p. 1.
—colored model display (photo). 12-7-27—p. 10.
—cooling and condensing units for commercial
installations. 8-29-28—p. 13.
—dealer meeting at Peekskill, N. Y. 5-23-28—
p. 22.
—dealers protest lack of comments in News.
2-15-28—p. 8.
—dealer moves. 5-23-28—p. 8.
—dealer pushing commercial equipment. 8-1-28—
p. 12.
—display features prominent users. 10-12-27—
p. 2.
—display at homes show (photo). 11-9-27—p. 6.
—distributor window display (photo). 7-4-28—
p. 8.
—distributor window display (photo). 8-15-28—
p. 10.
—equipment in Greenville Shrine hospital.
10-12-27—p. 16.
—equipment in refreshment stands. 8-15-28—
p. 13.
—ice cream cabinets shown in Cleveland.
10-26-27—p. 3.
—man sales total \$62,410 for three weeks.
12-7-27—p. 1.
—market installation (photo). 5-9-28—p. 10.
—multiple system installation (photo). 8-1-28—
p. 16.
—New York branch wins in sales contest. 9-28-
27—p. 8.
—"package of gold" featured at Cleveland. 11-
9-27—p. 5.
—salesman sells \$9,400 in units in 30 days. 10-
26-27—p. 3.
—salesmen in Detroit win prizes. 1-18-28—p. 1.
—Texas dealers attend school. 3-14-28—p. 1.
—testimonials presented in booklet. 8-15-28—
p. 7.
—unit installed at airport. 7-4-28—p. 16.
—units in water 23 days. 9-28-27—p. 6.
Kelvinator-Dow incorporates. 11-23-27.
Kelvinator-Harrisburg moves. 5-23-28—p. 8.
Kelvinator-Philadelphia gets large order. 8-1-28—
p. 11.
Kennedy Hardware Co. appointed dealer for
Copeland. 6-20-28—p. 20.
Kentucky Utilities Co. opens store. 6-6-28—p. 8.
Keokuk Refrigerator Co. limits selling territory.
1-4-28—p. 8.
Kerostel Mfg. Co. explains methods of producing
valves. 1-4-28—p. 12.
—suggests standardization of connections. 3-28-
28—p. 27.
Kesselman-O'Driscoll to sell Iroquois. 6-20-28—
p. 20.
Kettering, C. F., donates \$300,000 to college. 12-
7-27—p. 11.
Kiley, G. C., named service manager of Okla-
homa Utility. 2-29-28—p. 9.
Killian, M. F., comment of. 9-14-27—p. 16.
Kimmel, L. J., dies. 4-25-28—p. 1.
King-Mantel Furniture Co. appoints sub-dealer.
6-6-28—p. 19.
Kingsbury, G. W., joins General Motors. 12-7-
27—p. 7.
Kluro, P., comment of. 5-23-28—p. 24.
Knoxville Lt. & Pr. Co. provides ample space
for display (photo). 12-7-27—p. 3.
—displays machine with new Ford (photo). 2-1-
28—p. 21.
—imprints book matches with customers name.
8-29-28—p. 3.
Knowlton, A. R., sells 17 units a month for 5
months. 8-29-28—p. 5.
Krackowiser, H. J., in new location. 6-6-28—
p. 26.

L

Laclede Gas Co., window display of (photo).
7-4-28—p. 15.
—offers special inducements to employees. 8-1-
28—p. 12.
Lago Petroleum Corp. installs G. E. on house
boat. 8-1-28—p. 7.
Lamson Co. adapting units to vending machines.
1-4-28—p. 13.
—display of (photo). 6-20-28—p. 11.
Lape, E. S., promoted by Franklin. 7-4-28—
p. 1.
Larkin, J. (author). 1-18-28—p. 5.
Lassiter, J. R., letter of. 4-25-28—p. 8.
Lauch, P. G., resigns from Armstrong Corp.
1-18-28—p. 4.
Leach, E.

three dis-
ation show
et of. 5-
photo). 6-
5-28—p. 7.
booklet of.
of (photo).
6-20-
to hospital.
sh problem
ishes book
2-28—
7-4-28—
4-11-28—
12-
rector. 5-
—p. 8.
—p. 7.
—p. 13.
4-11-28—
28—p. 20.
to change
—p. 8.
7-18-28
4-12-28—
28—p. 13.
8-29-28
—p. 10.
meeting
ce school
13-
8-1-28—
4-11-28
—p. 8.
3-28-28—
4-11-28
—p. 1.
ce. 3-28-
of. 6-6-
p. 13.
G. E.
nt. 5-9-
8—p. 10.
or. 3-14-
ed body
28—p. 1.
10-26-27
—p. 18.
9-
2-15-
—p. 12.
rigrator
of. 2-
sales of.
p. 32.
—p. 15.
school.
6-6-28
—p. 12.
ool of.
ays of.
ket of.
geration.
ales of.
units.
attend
roquois.
a Elec.
ow plan
ng ma-
11-23-27
shipping
11.
9-28-27
marks
p. 32.
23-27
-9-27—
of. 9-
-p. 27.
rating
rs, re-
-drafts
1-28—
Lakes
-p. 1.
3-28—
-p. 1.

IMPORTANT: See explanatory note at the top of page 13

Rogers-Meyers Furniture Co. named Allison dealer. 5-9-28—p. 15.
Rogers, A. C., pushing G. E. (photo). 6-20-28—p. 23.
—illustrates the hot and cold idea (photo). 8-15-28—p. 15.
Roller-Smith Co., appointments of. 7-4-28—p. 16.
—new booklet of. 8-1-28—p. 16.
Ross, H. J., heads Omaha Frigidaire office. 11-9-27—p. 8.
Roth, L. P., comment of. 10-12-27—p. 3.
Royal Oak exposition, model kitchen of (photo). 11-23-27—p. 5.
Rubenall, G. W., appointed Copeland dealer. 2-29-28—p. 9.
Russ Mfg. Co., new booklets of. 11-9-27—p. 12; 5-9-28—p. 16.
—water coolers of. 3-28-28—p. 20.
Russell, A. E., appointed manager of Kelvinator domestic sales in Boston. 4-11-28—p. 16.

S

San Antonio Public Service Co. helps dealers. 11-23-27—p. 10.
Sanderson-Harold Co., new booklet of. 2-29-28—p. 16.
Sands, H. T., address of. 6-20-28—p. 9.
Sanitary Refrigerator Co., new booklets of. 1-4-28—p. 32.
San Joaquin St. & Pr. Co. to increase load. 5-23-28—p. 14.
Sarasohn, J. A., sells his man (photo). 4-11-28—p. 10.
Savage Arms Corp., new booklet of. 11-9-27—p. 12.
—ice cream cabinet of. 3-28-28—p. 20.
—N. E. L. A. convention exhibit of (photo). 6-6-28—p. 3.
—recapitalization plan of. 7-18-28—p. 15.
Savannah Power Co. adds G. E. unit. 11-23-27—p. 10.
Savory, Inc., to sell to dealers. 1-4-28—p. 8.
—N. E. L. A. convention exhibit of (photo). 6-6-28—p. 3.
—new booklets of. 2-15-28—p. 16; 3-28-28—p. 12.
Schaefer, H. P., dealer meeting of (photo). 7-18-28—p. 15.
Schimmel Electric Supply Co. named Copeland distributor. 6-20-28—p. 20.
Schmidt Co., C., equipment in restaurant (photo). 1-18-28—p. 2.
—equipment in market (photo). 2-29-28—p. 3.
—equipment for sandwich shop (photo). 3-14-28—p. 12.
—new booklets of. 6-20-28—p. 24.
Schmidt, E. F., comment of. 3-14-28—p. 5.
Schladitz, W. H., comment of. 12-21-27—p. 6; 2-12-28—p. 7; 7-18-28—p. 8.
—with Chicago Absorpure. 7-4-28—p. 2.
Schneider Mfg. Co. has new machine. 1-4-28—p. 12.
—changes name of product and company. 5-9-28—p. 12.
—to market new machine. 2-29-28—p. 1.
Schooley, P. C., joins Dairy Company. 9-14-27—p. 16.
Schofield, C. B., comment of. 10-12-27—p. 3.
Scollard, W. G., heads. 8-1-28—p. 6.
Scott, H. G., heads new utility organization. 7-18-28—p. 2.
Seauder, W. J. (photo). 7-4-28—p. 4.
Sealey, P. T. (author). 4-11-28—p. 5.
Searle, R. M., address of. 5-9-28—p. 9.
Seattle Electrical Show. 3-14-28—p. 13.
—features refrigeration displays. 4-25-28—p. 5.
Seeger, W. G. (author). 3-28-28—p. 11.
Seeger Refrigerator Co. gets G. E. Contract. 9-28-27—p. 1.
—cabinet cutouts please children. 2-29-28—p. 7.
—cabinets designed for ice or electric unit. 3-28-28—p. 23.
—cabinets keep animals cool. 3-28-28—p. 3.
—equipment in Shrine hospital. 10-12-27—p. 16.
—equipment on the Saratoga. 3-14-28—p. 6.
—N. E. L. A. convention exhibit of (photo). 6-6-28—p. 3A.
—new booklet of. 4-11-28—p. 16; 8-29-28—p. 16.
—sales course of. 8-1-28—p. 3.
Seewald, C. A., banquet of. 5-23-28—p. 21.
Seigine, J. A., pushing commercial sales. 8-1-28—p. 12.
Servel Corp. receivership caused by over production. 10-12-27—p. 1.
—announces new models. 3-28-28—p. 17.
—announces personnel changes. 7-18-28—p. 12.
—appoints advertising agency. 10-12-27—p. 10.
—appoints Jackson, P. H. 8-29-28—p. 3.
—awards prizes to Trans-Atlantic flyers. 5-23-28—p. 11.
—closes Atlanta office. 10-26-27—p. 2.
—colored cabinets and water coolers. 3-28-28—p. 17.
—dealer meeting. 7-18-28—p. 15.
—distributor and dealers appointments. 6-20-28—p. 11; 6-20-28—p. 14; 7-4-28—p. 15; 8-1-28—p. 7; 8-1-28—p. 16; 8-15-28—p. 16.
—distributor meeting (photo). 7-18-28—p. 9.
—elects directors. 2-15-28—p. 4.
—extends time for deposits. 11-9-27—p. 6.
—financial report of. 8-1-28—p. 2.
—helps to train salesman. 8-15-28—p. 18.
—ladder process of. 4-11-28—p. 13.
—large contract closed by. 7-18-28—p. 12.
—sales warehouse. 12-7-27—p. 12.
—line includes commercial units up to 1/2 ton capacity. 8-24-28—p. 7.
—moves western headquarters. 11-23-27—p. 6.
—N. E. L. A. convention display of (photo). 6-6-28—p. 2A.
—new booklets of. 12-7-27—p. 12; 3-28-28—p. 32; 8-15-28—p. 16.
—new organization of, now in operation. 1-18-28—p. 1.
—plant visited by teachers (photo). 8-29-28—p. 4.
—proposes stock exchange for creditors. 11-23-27—p. 6.
—publicity stunt (photo). 3-28-28—p. 1.
—reorganization, results of. 5-23-28—p. 23.
—sales to be financed by Commercial Investment Trust. 5-9-28—p. 1.
—securities ready for delivery. 2-12-28—p. 1.
—subsidiaries merge. 1-4-28—p. 32.
—unit survives bad tumble. 8-1-28—p. 12.
—Chafar, D. A., moves. 6-20-28—p. 15.
—Shannon, L. C., says Frigidaire foreign sales good. 11-23-27—p. 6.
—Shaw, O. J., appointed G. E. dealer. 5-23-28—p. 18.
—Sheboan Appliance Co. to handle Frigidaire. 3-14-28—p. 12.
—Sieder, R. R., display (photo). 11-23-27—p. 6.
—Simpson, L. M., heads Electro-Kold. 12-21-27—p. 1.
—Slade, T., named director of utility sales by Kelvinator. 10-12-27—p. 9.
—Sloan, A. P., sees great future. 11-9-27—p. 8.
—Smith, A. E. (author). 1-4-28—p. 32.
—Smith, F. E., address of. 3-28-28—p. 3.
—comment of. 5-23-28—p. 12.
—Smith, F. W., comment of. 12-21-27—p. 1.
—address of. 2-12-28—p. 22.
—Smith Motors Corp., transportation of perishables by. 1-18-28—p. 1.
—Smith-Winchester Co. window display (photo). 12-7-27—p. 10.
—Smoot-Holman Co., new booklet of. 5-9-28—p. 16.
—Snider, F., comment of. 2-12-28—p. 14.
—Snow Queen (see Hvid Ice Machine Corp.) Society for Electrical Development, four managers on board of. 9-28-27—p. 1.
—awards McGraw medal. 1-18-28—p. 6.
—meeting of. 2-12-28—p. 20.
—promotional work for 1928. 1-18-28—p. 1.
—puts okay on unification plan. 11-23-27—p. 8.
—to promote adequate wiring. 12-7-28—p. 8.
—Solid Carbonic Co. making carbon dioxide ice. 2-15-28—p. 5.

Q

Queens exposition features electric refrigeration. 11-9-27—p. 12.
Quinn, T. K. (author). 9-28-27—p. 1.
—addresses dealers. 2-12-28—p. 12.

R

Ranier, H. E., makes ice cubes (photo). 3-28-28—p. 16.
Ranney Refrigerator Co. features solid ash cabinet. 4-11-28—p. 13.
—new booklet of. 4-11-28—p. 16.
Rathbun, J. B. (author). 4-25-28—p. 9; 6-20-28—p. 19.
Read Mfg. Co. to make units. 2-12-28—p. 1.
Read Co. takes G. E. agency. 9-14-27—p. 7.
Rector Co., H. B., displays units in distinctive slogan. 4-25-28—p. 1.
—(photo). 7-18-28—p. 8.
Redmond, W. (author). 5-9-28—p. 10.
Reed, Mrs. C. B., sales record of. 6-20-28—p. 14.
Refrigeration Machinery Association shows interest in electric machine group. 7-4-28—p. 8.
—members of, principals and alternates. 7-4-28—p. 9A.
—objects of. 7-4-28—p. 10A.
—officers and committee of. 7-4-28—p. 10A.
Refrigeration Manufacturers Council organized. 5-9-28—p. 1.
—constitution and by-laws of. 5-9-28—p. 3.
—meeting of. 8-1-28—p. 1.
Refrigeration Service Co., Hendrickson, J. F., appointed by. 8-1-28—p. 1.
Refrigeration Trades Association, Portland, essay and slogan contest. 8-15-28—p. 15.
Replogle, J. R., resigns from Nizer. 9-14-27—p. 1.
Reynolds, L. E., named G. E. dealer. 4-11-28—p. 16.
Rex Mfg. Co., new booklet of. 12-7-27—p. 12; 12-21-27—p. 8.
—announces new display case. 12-21-27—p. 8.
—color combinations of. 3-28-28—p. 20.
—standardized corkboard for residential models. 4-11-28—p. 14.
Rhinelander Refrigerator Co., new booklet of. 1-4-28—p. 32.
—miniature cabinet with remote control of. 5-9-28—p. 12.
Rice Products, Inc., sells 135 coolers. 6-20-28—p. 14.
Richard & Co., Jackson, E. C., joins staff of. 11-9-27—p. 8.
Richards, A., makes unique sale. 2-12-28—p. 22.
Richardson, A. (author). 12-7-27—p. 1; 4-25-28—p. 10; 5-9-28—p. 13; 6-20-28—p. 15; 7-4-28—p. 10; 8-1-28—p. 13; 8-15-28—p. 7.
Richardson, G. B., comment of. 1-4-28—p. 3.
—comment of. 3-28-28—p. 6.
—selling plan drawn up by. 2-12-28—p. 3.
—urges utilities to push refrigeration. 6-20-28—p. 1.
Rick, R. A., door patent of. 2-15-28—p. 15.
Rickmire, A. P., letter of. 2-15-28—p. 4.
Riddick, Inc., A. G., dealer meeting of. 12-21-27—p. 3.
Riley, F. F., new booklet of. 11-23-27—p. 16.
—(author). 1-4-28—p. 10; 10-15-28—p. 11; 2-29-28—p. 3; 3-14-28—p. 9; 5-9-28—p. 7.
Rilling, W. R., joins Zerozone. 4-11-28—p. 3.
Roanoke Engineering Sales Co., display (photo). 5-23-28—p. 16.
Robillard, H. L., address of. 11-23-27—p. 11.
Robbins & Myers, receivers appointed for. 12-21-27—p. 4.
Rodgers, J. B., leaves Gloekler. 12-21-27—p. 1.
Rodman, C. P. (author). 11-9-27—p. 2; 11-9-27—p. 8; 12-7-27—p. 1; 12-21-27—p. 2; 1-18-28—p. 6; 2-12-28—p. 22; 2-29-28—p. 4; 6-6-28—p. 17; 8-1-28—p. 6; 8-15-28—p. 13.

O

Oakley, A. W. (photo). 6-6-28—p. 11.
Oakley & Sons appointed dealer by Electro-Kold. 4-11-28—p. 16.
O'Brien, J. E., joins Savage. 4-25-28—p. 16.
Ochiltree Electric Co., banquet of (photo). 11-23-27—p. 13.
—window display (photo). 12-23-27—p. 9.
Ohio Public Service Co. to sell 1500 units. 4-11-28—p. 1.
—June sales of. 7-18-28—p. 4.
—making big spring drive. 5-23-28—p. 14.
—refrigerator sales exceed quota in Ohio campaign. 6-20-28—p. 10.
—sales contest of. 5-23-28—p. 14.
Oil Burner Association, meeting of. 3-28-28—p. 2.
Oklahoma Gas & Electric Co. offers milk cooling service. 7-18-28—p. 15.
Okmulgee Furniture Co. takes Kelvinator line. 2-15-28—p. 3.
Omaha Food Show (photo). 11-9-27—p. 2.
Ottenheimer Bros. cabinet in Baltimore hospital (photo). 2-12-28—p. 22.
—display case in cafe (photo). 2-29-28—p. 9.
Osborn, G. E., made sales manager for Jacksonville distributor. 9-28-27—p. 1.
—comment of. 12-7-27—p. 11.

P

Pacific Gas & Electric Co., window display of (photo). 2-29-28—p. 7; 7-4-28—p. 6; 7-4-28—p. 8.
Pacific Power & Lighting Co. sells 80 units. 6-20-28—p. 6.
—sells 210 units in 7 months. 8-29-28—p. 13.
Palmyra Electric Co. named G. E. dealer. 4-11-28—p. 16.
Panush, E., sells \$9,400 in units. 10-26-27—p. 3.
Park, J. L. (author). 7-20-28—p. 1.
Parker, J. W. (author). 10-26-27—p. 1; 12-21-27—p. 5; 1-18-28—p. 3; 2-12-28—p. 5; 2-29-28—p. 7; 4-11-28—p. 4; 4-11-28—p. 7; 6-6-28—p. 7; 6-6-28—p. 23; 7-18-28—p. 15.

W

Wagner Electric Co., N. E. L. A. convention display of (photo). 6-6-28—p. 3.
—represented at N. E. L. A. convention. 6-6-28—p. 25.
Walker Refrigeration Co. buys plant. 11-9-27—p. 1.
—starts manufacturing. 1-4-28—p. 16.
Wallace, R. E., comment of. 2-12-28—p. 14.
Waller, A. E. (author) (photo). 4-25-28—p. 3.
—letter of. 7-18-28—p. 8.
Wanamaker Store, sales of. 11-23-27—p. 5.
—exhibits six lines. 3-14-28—p. 13.
Ward, C. H., named Frigidaire dealer. 6-20-28—p. 20.
Ward Electric Co. purchases fails. 1-4-28—p. 32.
Warner, E. L., comment of. 1-4-28—p. 16.
Warner Steel Products Co., compressors of. 1-4-28—p. 11.
—to push domestic and export business. 1-4-28—p. 9.
—new booklet of. 7-4-28—p. 16.
Warren Fish Co. freezes catch. 11-23-27—p. 12.
Warsop, C. E. (author). 4-11-28—p. 15.
Warwick Electric Co., refrigerator sales of. 6-20-28—p. 20.
Washington Street Electric Co. named G. E. dealer. 7-18-28—p. 14.
Watkins, W. C., sales record of. 12-7-27—p. 1.
Watson, E. T., gets business in strange quarters. 8-15-28—p. 7.
Wattles, W. M., made district manager by Wayne Co. 5-23-28—p. 8.
Watts, D. (author). 5-23-28—p. 13.
Wayne Co. opens branch. 9-28-27—p. 1.
—featuring allied lines. 2-29-28—p. 6.
—offers color service. 3-28-28—p. 19.
Weaver, L. R., comment of. 2-29-28—p. 4.
Weissenburger, G. E., address of. 1-4-28—p. 16.
Weissenburger, L., address of. 3-14-28—p. 2.
Weller, F. I. (author). 3-28-28—p. 7.
Welsbach Co., Wm. Very appointed by. 9-14-27—p. 7.
—dealer and distributor appointments. 6-20-28—p. 1; 6-20-28—p. 13-17; 7-4-28—p. 10; 7-18-28—p. 16; 8-1-28—p. 16; 8-15-28—p. 16.
—demonstrates simplicity of equipment. 6-20-28—p. 22.
—display (photo). 6-20-28—p. 11; 8-15-28—p. 16.
—extending outlets. 1-4-28—p. 8.
—fliers select models at plant of. 6-6-28—p. 23.
—introduces new conversion unit. 7-4-28—p. 2.
—issues sales manual. 2-15-28—p. 16.
—issues series of advertisements. 7-18-28—p. 16.
—N. E. L. A. exhibit of (photo). 6-6-28—p. 2A.
—new booklet of. 1-4-28—p. 32.
—offers colored models. 3-28-28—p. 17.
—values dealer sales promotion. 11-9-27—p. 7.
Weninger, F., opens store. 2-12-28—p. 16.
Weninger Builders, Inc., location of (photo). 6-6-28—p. 15.
West Penn Electric Co., refrigerator campaign of. 8-1-28—p. 6.
West Texas Utilities Co., appliance sales of. 6-20-28—p. 18.
Westchester Lighting Co., essay contest of. 8-15-28—p. 15.
Western Butchers' Supply Co., new booklet of. 1-4-28—p. 16.
Wheeler, C. D., returns to Jewett. 7-20-28—p. 2.
Wheller Refrigerating Corp., meeting of. 2-15-28—p. 3.
—opens new showroom. 6-6-28—p. 20.
Whitehorse, E. (photo). 1-4-28—p. 5.
Wicander Co. opens branch. 2-15-28—p. 5.
Wilde, W. B., discontinues Hart refrigerator. 11-9-27—p. 1.
Wilkinson, H. M., comment of. 2-12-28—p. 10.
Williams, A. R., opens exposition (photo). 10-12-27—p. 2.
Williams Oil-O-Matic Corp. enters field. 2-12-28—p. 1.
—appoints advertising agency. 6-6-28—p. 7.
—convention of. 7-4-28—p. 10.
—denied registration of trade name. 8-15-28—p. 4.
—new booklets of. 2-29-28—p. 16; 6-20-28—p. 24; 8-1-28—p. 16; 8-15-28—p. 16.
—now producing unit. 3-28-28—p. 20.
—to hold dealer convention. 5-23-28—p. 15.
—to specialize in quality machines. 3-28-28—p. 6.
Wilson, A. H. (photo). 7-4-28—p. 4.
Wilson, C. E., in charge of El Paso Frigidaire store. 7-4-28—p. 15.
Wilson, F., opposes multiple system (photos). 12-7-27—p. 10.
—contrasts safe and unsafe multiple installations (photo). 8-29-28—p. 10.
Wilson, R., comment of. 12-7-27—p. 4.
Wilson, T. W. (photo). 7-4-28—p. 4.
Winters & Crampton Mfg. Co., redesigns hardware. 1-4-28—p. 13.
—new booklet of. 1-4-28—p. 32.
Wirfs Organization, E. J., Inc., gaskets of, how made. 3-28-28—p. 22.
—gaskets of, subjected to tests. 5-23-28—p. 18.
Wisconsin Electric Refrigeration Co., installation of (photo). 6-6-28—p. 18.
Wisconsin Pr. & Lt. Co. to push G. E. 5-23-28—p. 3.
—meeting of (photo). 6-20-28—p. 19.
Wolfe, E., heads service department of Evansville utility. 7-4-28—p. 16.
Wolverine Enameling Co., plant methods of. 8-1-28—p. 14.
Wolverine Tube Co., expansion program of. 2-12-28—p. 18.
—stock listed on exchange. 6-20-28—p. 23.
Wood, A. F., opens branch. 7-4-28—p. 12.
—installs Frigidaire on U. S. S. Kankakee. 7-4-28—p. 15.
—sells water coolers to mining firm. 8-15-28—p. 2.
Wood, A. J. (photo). 6-6-28—p. 11.
Woodbridge, C. K., addresses advertisers. 11-23-27—p. 1.
—to visit Europe. 5-9-28—p. 1.
—refuses reelection to I. A. A. office. 5-23-28—p. 18.
—outlines Kelvinator sales program for 1928. 12-7-27—p. 1.
—to reside at I. A. A. convention. 6-20-28—p. 6.
—visits Knoxville. 2-12-28—p. 17.
Woodward, Wright & Co., location of. 8-15-28—p. 6.
Woodwell Co. to handle Electrolux. 6-20-28—p. 14.
Worrell, W. E., named sales manager of Iroquois. 6-20-28—p. 14.
—(photo). 7-4-28—p. 2.
Wright Electric Co. reports good sales. 2-12-28—p. 15.
Wright, L. K. (author). 8-1-28—p. 16.
Wurl, S. W., resigns from Nizer. 9-14-27—p. 1.
—comment of. 4-11-28—p. 1.

Y

Yale & Towne Mfg. Co. new booklet of. 4-25-28—p. 16.
Yarmouth Lt. & Pr. Co. opens new store. 5-23-28—p. 22.
Yonkers Lt. & Pr. Co., demonstrations of. 11-23-27—p. 5.
York California Construction Co., exhibit of (photo). 7-18-28—p. 15.
York Ice Machine Co. formed. 10-12-27—p. 9.
Young, H. E., comment of. 3-14-28—p. 4.
Young, Owen, honored at Harvard banquet. 2-15-28—p. 1.
—comment of. 4-11-28—p. 1.

Z

Zero Vendor Inc., organized. 11-9-27—p. 1.
Zerozone (see Iron Mountain Co.)
Zerozone Wisconsin Co. moves. 3-28-28—p. 23.
Zimmerman, P. B. (photo). 1-4-28—p. 4.
—comment of. 9-28-27—p. 4.
—gives qualifications of a salesman. 6-6-28—p. 26.